

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

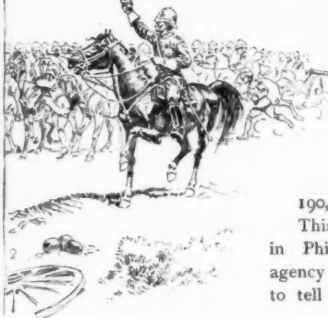
VOL. XXXIV. NEW YORK, FEBRUARY 27, 1901. No. 9.

YOU'D FOLLOW LORD "BOBS"

In War

BECAUSE HE WINS.

In publicity, follow the
"Bobs" of Philadelphia
newspapers.



190,000 Daily, and 160,000 Sunday.

This is by far the greatest circulation
in Philadelphia, and every advertising
agency in the United States is proud
to tell you so.

**"It has been often stated by ad-
vertising solicitors of other Phila-
delphia dailies that no advertiser
makes a success in that city unless
he uses the advertising columns of**

The RECORD"

"Printers' Ink" editorial of January 9, 1901.

*Charles H. Hambly, Jeweler, No. 158 North Eighth Street, Philadelphia,
wrote on December 28, 1900:*

*"Judging from the increased business we have done this fall, I feel that
we owe much of it to the advertising done in 'The Record.'"*

**It is an interesting fact that nearly all of Mr. Hambly's appropriation
went to the RECORD.**

**Rates are comparatively the lowest in Philadelphia. 25 cents
a line, Daily; 20 cents a line, Sunday.**

About Your Advertising

Many years' experience, together with the essential equipment and organization, enables us to offer intelligent service in the planning, writing, designing, illustrating, printing and placing of advertising matter—and all at a fair price.

GEO. P. ROWELL & CO.,
10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIV. NEW YORK, FEBRUARY 27, 1901.

NO. 9.

TRUTH IN A WELL.

The New York Journal runs the following statement as a heading: "The Circulation of the Sunday Journal is Greater Than the Combined Circulation of the *World*, *Tribune*, *Press* and *Times*." And nobody can find out how many copies are printed of either the *World*, the *Tribune*, the *Press*, the *Times* or the *Journal*.—PRINTERS' INK.

Commenting on the above extract from a recent issue of PRINTERS' INK, the accomplished Mr. Don C. Seitz, of the publication office of the *World*, New York, addressed to PRINTERS' INK, under date of February 13, 1901, the following mysterious sentence:

"HERE IS OUR OLD FRIEND THE LIE AGAIN."

That any human being should have occasion to make use of such a word as "lie" in connection with such a matter as the circulation of a newspaper is one of the saddest thoughts that oppress the Little Schoolmaster. And yet this is not the first time that the brilliant and witty Mr. Seitz has taken occasion to use the same ugly word. A previous occasion was one time in the summer of 1900, when PRINTERS' INK happened to print the following paragraph:

The *World* persistently claims a larger circulation than any competitor, and invites investigation, but fails to make definite reports, and the advertiser who accepts its invitation to investigate, and calls for the purpose, is received with scant courtesy.

This brought from Mr. Seitz the letter printed below:

The *World* Publication Office,
NEW YORK, Aug. 7, 1900.

Editor of PRINTERS' INK:

Don't you think this lie has appeared often enough in PRINTERS' INK?

DON C. SEITZ.

In reply the Little Schoolmaster made inquiry of Mr. Seitz, as follows:

Don C. Seitz, Esq.:

I have your letter of 7th. You in-

close a paragraph from PRINTERS' INK which says:

1. The *World* persistently claims a larger circulation than any competitor;
2. And invites investigation;
3. But fails to make definite reports;
4. And the advertiser who accepts its invitation to investigate, and calls for the purpose, is received with scant courtesy.

You ask if I don't think this lie has appeared often enough in PRINTERS' INK.

The paragraph contains four statements. Will you be good enough to tell me which one appears to you to be untrue?

Under date of August 10, 1900, Mr. Seitz made answer:

Replying to your favor of August 9, I beg to say that the whole offense in the paragraph hangs on number four in your division. Every *World* advertiser has a right to know its figures and is promptly shown same upon request, and Mr. Peter Dougan, who conducts PRINTERS' INK, I fancy, has had this privilege at least twice to my personal knowledge. What I wish to say and say plainly is that any man who has any business with the *World* and who puts a cent's worth of advertising in it can know the figures, gross and net, of the *World's* circulation.

This is the second or third time within the last couple of years that the statement has appeared in the same way in PRINTERS' INK, and my notion is that it is becoming a habit which we would have stopped. Yours very truly,

DON C. SEITZ.

When this letter came the case seemed to be "up to Peter," to use a slang expression that fits pretty close, and as Mr. Dougan was not aware that he had ever had any such valuable opportunity—let alone two of them—he made it his business to hie him to the office of the *World* and there seek the presence of Mr. Seitz—Don C.—and having done this he made report to PRINTERS' INK, as follows:

With the *World* letter of August 10 in hand I called on Mr. Don C. Seitz Wednesday, August 15. I read to him that part of his letter which stated that I had had the opportunity of getting at the circulation figures of the *World* and said it was news to me. Mr. Seitz re-

minded me that on a previous visit to him he had shown me his confidential tally sheets from the accounting department showing what the actual print and what the net sales of the *World* had been for some days.

Then Mr. Seitz commenced to talk with decision, earnestness and vigor.

"The letter you have in hand," said Mr. Seitz, "was written by me because *PRINTERS' INK* in a late issue said that an advertiser who came with the request that he be allowed to make an examination of the circulation of the *World* was treated with scant courtesy. Such a statement has appeared in *PRINTERS' INK* two or three times before and is unjust as well as untrue and should be corrected."

"Are you willing to have the circulation of the *World* examined?" I asked.

"Any advertiser who uses the *World* can make the examination. The proprietor of the Ripans Chemical Co., an advertiser in the *World*, or their accredited representative, can come here and make the examination or the Geo. P. Rowell Advertising Agency can select any advertiser they choose to make an examination—whichever the examiner is, he will be given full opportunity to make a complete examination, but the results must not be for publication—our books, records, paper bills, etc., will be opened up and given him in full detail," answered Mr. Seitz.

"Hasn't the *World* refused to permit such an examination? Has any advertiser ever made an examination?" were my next questions.

"I have been here seven years," said Mr. Seitz, "and do not know that any advertiser has ever been refused permission in that time, and within that time Ehrich Bros. and Bloomingdale Bros. have made an examination."

Continuing, Mr. Seitz said: "I know that you would like to have a detailed statement of circulation, for I have had the forms issued by the American Newspaper Directory, and do not know but what I would give you such a statement, but with conditions as they are it wouldn't be good policy for me to make such a statement at this time.

"Our competition is strong, many times unfair, our mailing list was at one time stolen by a competitor, so you can see that if I were to make a statement giving the circulation figures of the *World* it would be easy enough for a rival to claim some thousands more. Again, if I were to let such a statement go out of this office I would have no control over it—anybody could see the figures. It would become public property and that would be of advantage to our competitors. The one who played last would win.

"One day, for example, the *World* offers \$1,000 for something, and next day the *Journal* offers \$1,500, and in every way tries to do it a little larger, a little stronger. Because of such things I cannot make the statement asked for by the American Newspaper Directory."

"Will you make any sort of a statement?" was queried.

"No. Why?" was Mr. Seitz's answer. "Well, if I should attempt to make an examination of your circulation and

had in hand a statement signed by you I would have something to prove or disprove," I replied.

"Well, let the editor of the American Newspaper Directory come and examine the circulation of the *World* to prove his Directory circulation rating of the *World*. It's A, isn't it?—75,000. If he will make the examination we will make that rating look like thirty cents. I can tell the circulation of the daily papers of this city with more accuracy than the Directory does, and I think the Directory could give better ratings if it employed some methods that I use," said Mr. Seitz.

"But you have special means of finding out such facts that are not accessible to the Directory," said I.

"Well, I suppose I have, but you could use some," was the answer. "You could get the information by asking the men who order the papers to tell how many they are getting of each paper.

"Now, here is a record which tells me that the circulation of the morning *World* to-day is two hundred and fifty-two and some odd thousand and that of the *Journal* two hundred and sixty-six odd thousand.

"It would seem on the face of it as though the *Journal* was the better, but that is not so, for the *World*, *Press*, *Times* and *Sun* have agreed that their papers in New York City, Hoboken, Jersey City and Brooklyn, practically Greater New York, are not returnable and in the territory outside only ten per cent, while the *Journal* is returnable in all the territory. Figuring that their returns on the edition printed are 10 per cent—say 8 per cent, which is very low—makes a difference of over 16,000 and that makes the *World* as having the largest circulation.

"We beat the *Journal* in New York by 60,000 and are very strong in the small country towns, but the *Journal* is stronger in the large outside cities such as Boston, Philadelphia, Baltimore. This is an expensive circulation to get and to hold and we had to decide whether we would get that sort of circulation and lose in the city or let it go and hold the city. We decided to hold the city and think that is better for the advertiser because our city people are in a better position to buy the things offered, are as a rule a better purchasing class.

"There is very little fluctuation in the circulations of morning papers. The fluctuations, however, with the evening papers are quite great and you would have a harder job to get at the true state of affairs. During the Boer war and in times of excitement we have had to keep the presses running continually to meet the demands.

"Here are my sheets. I find that the circulation of the evening *World* on one of the days of excitement, after deducting returns from newsdealers, newsboys, news companies and all other sources, amounted to three hundred and ten thousand and some odd. Here is last week—when it was so hot and newsboys did not sell papers so energetically, the net circulation was two hundred and fifty-eight thousand.

"It is my opinion that the circulation

of the *Evening Journal* is about the same and that there is no difference in favor of either one of us.

"Here, look over these yourself." And your interviewer fell to looking over sheets of paper about the size of a half note sheet with the figures marked in ink, showing on top lines the number of papers printed and on the second line figures which Mr. Seitz said were the net circulation after deducting returns. Underneath, the percentage of returns from the different classes who handle the paper was given.

"Now, it is my opinion," continued Mr. Seitz, "that this whole circulation question which is talked of so much doesn't count for everything in advertising. Results determine whether a medium should be used or not."

"Then the advertiser would have to go it blind," I observed. "Don't you think he should know something of the circulation in advance—something to determine in his own mind whether the medium can or cannot pay him?"

"Well, he would have to go it blind once—only once, and after that he would know. What does the advertiser need to care about the circulation of the paper—whether it has 5,000 or 50,000 circulation—when he puts his money in the paper and it pays?"

"I have known it to happen here with the *World* when we were on the high marks of circulation for advertisers to say it didn't pay, and at other times when the circulation had dropped off some for advertisers to come in and give lots of advertisements. I have tried to explain to myself why it was so; it was inexplicable.

"I am not, however, finding fault with the American Newspaper Directory, nor do I want to go into a controversy on circulations, but I didn't like that statement in *PRINTERS' INK* and wish it corrected.

"Any advertiser who cares to make the examination of the *World* circulation can do so and will be given full opportunity to make a thorough and complete examination to satisfy his curiosity, but it must not be for publication, and I cannot make a detailed statement of circulation."

It will be noted that Mr. Dougan came away with as much information about the circulation of the *World* as he might have read in electric figures in Madison Square any evening—and no more.

Mr. Seitz once had a neighbor who dug a well thirty feet deep and in it there was no water. The well sharp of that neighborhood—his name was Seitz—told the well owner that if the well were made two feet deeper there would be plenty of water. Now, it is a difficult matter to deepen a well at the bottom after it has once been stoned up, so this neighbor of Mr. Seitz's placed a flour barrel on top of the well and outside of that a

molasses hogshead, and proceeded to fill the intervening space with earth. Thus his well was made two feet deeper and at little cost. Mr. Seitz in his youth had his ideas about deepening wells. In his maturer years he has equally pleasing and effective ways of discovering the circulation of a newspaper without letting anybody know what it is, or, if they do know, without having any right to tell. Mr. Seitz is an awfully nice fellow, nevertheless.

If Mr. Pulitzer ever gets all the juice out of Mr. Seitz, and Mr. Hearst should make a success of his *Chicago American*, it is possible that Mr. Victor F. Lawson of the *Chicago News* may find great use for a man of Mr. Seitz's experience and accomplishments.

IN *PRINTERS' INK*'s opinion there is one good reason for not letting the public know the circulation of a newspaper. A good and sufficient one. It is that the publisher of the paper does not want to have the public know.

THE business writer has a larger constituency than the novelist.



If it wasn't for stormy days we wouldn't appreciate clear days.

If it wasn't for "high prices" you wouldn't appreciate LOW prices.

\$12.50 for SUIT or OVERCOAT
MADE-TO-ORDER, until March 1st,
of choice, new goods; embodying *wear*
and given *style* and *fit*, should appeal
to every man. The strongest argu-
ment in the world—**REPUTATION** is
back of them. Sale on at both stores.

W. C. LOFTUS & CO.,

1191 Broadway, near 28th St.

Sun Bldg., near Brooklyn Bridge.

THE LOFTUS ADVERTISEMENTS IN NEW YORK PAPERS ARE ATTRACTING ATTENTION FOR ORIGINALITY AND STRENGTH. THEY ARE WRITTEN BY ARTHUR D. FERRIS.

THEN AND NOW.

In the olden days of New England journalism merchants, business and professional men, artificers, and in short all the representatives of the industrial world that were gathered in the small communities used to advertise in the local newspaper because they thought they ought to contribute something toward its support. There was little or no local competition in trade. One store of a kind was the prevailing rule, and more frequently this resolved itself into the "general store" that kept everything from herrings to eye-glasses. As for outside competition, it was not even dreamed of. The merchant was secure in the knowledge that the people about him must come to his store for the necessities and comforts of life, or go without them. Advertising did not mean anything more to him, then, than a fair contribution toward the support of such a local enterprise as the weekly newspaper. Everybody knew that to start a newspaper in the little towns of Vermont, say, in the early days of the last century, or even later, was a hazardous undertaking. It cost a great deal of money for those times to establish even the modest plant that was absolutely necessary for the publication of any newspaper, great or small. There was little job work to be relied upon as an auxiliary means of support, because there was not life enough in the community, in a business or social sense, to create much of a demand for job printing. And the sparsely settled communities of the times could not afford circulation enough for a newspaper to give it support from that source. But men realized that a newspaper was a good thing for a community to have. They appreciated the fact that it was an educator and a moulder of public taste, sentiment and opinion. It was one of the greatest influences in the civilization of the pioneer towns. And so the business men all paid for ads "to help the paper."

Those days have gone by. Today the merchants and business

and professional men are in sharp competition with each other right at home, to say nothing of the fact that, year by year, the increase in transportation facilities tends to draw this same local business toward the greater markets of the country and of the world. It may almost be said that New York is nearer to St. Albans to-day than Richford was in the days of the fathers, and the growth of the great department stores of the large cities and their remarkable mail order facilities form a kind of competition that St. Albans merchants in the early days never would have imagined possible. The analogy holds good to lines of industry other than trade. Rapid transit, the electric cars, fast and frequent steam trains, telephone, telegraph, wonderful mail, express and freight transportation service, and, lastly, the marvelous development of the effectiveness of advertising as practiced in modern times—all these have combined to completely change business conditions within the memory of men even now actively engaged in business. Newspapers and newspaper policies have changed, too. The newspaper of to-day must be self-supporting. The modern newspaper is a business proposition, just the same as the mercantile enterprise. It is in the market to sell its news and its advertising space, and the only way it can do either is to make them both attractive and guarantee a fair and reasonable return for the money. Nobody advertises in a newspaper to-day for reasons of charity. The advertiser expects to make something by advertising, and the newspaper is anxious to see that he does. Given the newspaper that covers the field that the advertiser seeks to reach, and it is now only the fault of the advertiser himself if his advertisements do not pay.—*St. Albans (Vt.) Daily Messenger.*

WHY SHE COULD GO.

"I don't see how she could spend time to go to the theater yesterday, with so much to do."

"She couldn't, really; but she felt obliged to when she saw it advertised as a 'bargain matinee.'"—*Philadelphia (Pa.) Bulletin.*

IN dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

The American Newspaper Directory Confidential Information Bureau ...

with the more than thirty years' experience of its founders, and with the facilities at their command, is willing to convey to its subscribers such confidential information as it may possess. It is often in a position to tell about a specified publication just what an advertiser would very much like to know. It will deal only with papers credited with a circulation of a thousand copies or more. With smaller circulations the general advertiser cannot profitably concern himself.

PRICE OF SERVICE, \$25 A YEAR, STRICTLY IN ADVANCE. A SUBSCRIBER RECEIVES REPORTS AS ASKED FOR; ALSO PRINTERS' INK (A JOURNAL FOR ADVERTISERS), ISSUED WEEKLY AT \$5 A YEAR, AND THE AMERICAN NEWSPAPER DIRECTORY (ISSUED QUARTERLY AT \$5 A QUARTER), \$20 A YEAR. ADDRESS GEO. P. ROWELL & CO., PROPRIETORS, NO. 10 SPRUCE ST., NEW YORK.

EFFECTIVENESS OF HUMOROUS LYING.

Three advertising men recently drifted together in a Boston office and proceeded to exchange heavy-weight ideas over their cigars.

"Tell you what," said one, "I don't believe there's anything on earth that can't be advertised."

"And what's more," said another, "there isn't anything that couldn't be advertised more successfully than it is being advertised at the present time."

"There's something in that," observed the third man, who happened to be William B. Curtis, of the H. B. Humphrey Company, "and I had a little experience the other day which illustrates the proposition to perfection. It was on the train between Lowell and Boston. I was with an acquaintance, and we had discussed all the vital questions of the day, from the price of space to the raising of *Profitable Advertising's* subscription rate, until we finally found ourselves obliged to wait for something interesting to turn up. It turned in the nick o' time. A popcorn vendor made a triumphant entry at the front door of the car, cast a withering look at the passengers collectively, and announced in a muffled voice:

"Popcorn!"

"He then advanced to the center of the car, remarking sulkily:

"Popcorn!"

"After which he concluded operations by striding on to the rear door, where he paused a moment to assert in resentful tones:

"Popcorn!"

"Then he vanished. He had traveled the length of a car containing a considerable number of people without disposing of a single sack of his delicacy.

"I'll bet you five dollars I can sell some popcorn for that fellow," said I to my friend.

"Take you," he replied.

"In a few minutes the future president of the road returned with his basket, which contained eleven sacks of popcorn. I called him to me, handed him a sheet of paper on which I had jotted down a few notes, and explained that if he

used the latter as a sort of verbal advertisement he'd sell more goods. He agreed to try it on; so, after studying my suggestions for a few seconds, he took a stand at the front end of the car and addressed the passengers:

"Ladies and gentlemen: When I left home this morning, just two hours ago, my basket was filled with these sacks, which contain popcorn. This corn I grow myself—pick it, husk it and prepare it. It's popped over a wood fire, and given a fine rich flavor by the addition of a little salt and some good butter, which is also made on my farm. It will enliven your trip to Boston, and cost you but five cents a package."

"The result of this effort was that he sold eleven sacks on his trip through the car. I called him to me again and passed him some more notes.

"Four sacks left," he began. "Now, if there's any one here that is car-sick, I've got a remedy in my basket. This popcorn is first-class for a disturbed stomach. It will sweeten it and correct indigestion. Moreover, it is refreshing, and relieves that feeling of emptiness so common to railroad travelers. It will cost you but five cents a sack, and remember that there are only four sacks left."

"Nearly all the passengers were smiling broadly at the conclusion of this harangue, and three more sacks were quickly disposed of. That left one. I posted the chap once more.

"If I carry this one lonely sack of popcorn home," he said, in his final effort, "my wife is apt to make me bring it back again. Now, who'll part with five cents and save me?"

"His audience laughed, and one benevolent-looking old lady produced a nickel. That finished the popcorn. It also proved the efficacy of judicious advertising under all conditions and circumstances, and increased my worldly wealth by a crinkly V. That's all."
—*Profitable Advertising.*

A DAILY statement of circulation for a year should satisfy any advertiser and the reputable publishers will always make that.—*Harrisburg (Pa.) Patriot.*

Announcement

The *NEW OWNERS* of the

PITTSBURG PRESS

beg to announce the purchase by them
on February 1 of the *Pittsburg Daily News*,
including its name, good-will and circulation.
The two papers will be issued as one
under the name of the
PITTSBURG PRESS.



LARGEST CIRCULATION IN PITTSBURG.

C. J. BILLSON,

Manager Foreign Advertising Dept.,
Tribune Bldg., New York. Stock Exc. Bldg., Chicago.

METROPOLITAN WANT ADVERTISING.

Mr. John L. Douglas of New York submits the following interesting views on want advertising in New York:

A large poster picture of a wild bull hot on the trail of a man, with the caption, "Help or Position wanted," and the further information that the said paper printed so many thousand help and situation advertisements during the preceding month, is one of the methods used by a New York daily to attract attention to its want advertising columns and incidentally induce others to use them. The writer has been told by publishers of New York dailies that this class of advertising did not pay anyway, but as most publishers come to this conclusion after having made some very strenuous efforts to get a share of it, the statement will be set down as a case of "Sour Grapes."

Of course it is well known that the *Herald* excells all other papers in the extent and quality of the want business carried, and so important is this advertising and so thoroughly does it fill the bill, that it is doubtful if any of the other papers of the town have any real reason for their existence; and it is unlikely if the stoppage of them all on any given day would cause anything more than a little amazed talk, while the suspension of the *Herald* alone would almost cause a suspension of business in a great part of the town until a new medium for wants was made.

Ten years ago the *Herald* printed on Sunday from twenty-four to forty pages, a great part of which space was occupied by want advertising. Last Sunday the *Herald* printed 88 pages and as was the case ten years ago a large part of the space was used for the wants, showing that this class of business is in reality growing faster than the town and that more and more people are depending on this method to bring them business.

Looking over the field of New York journalism as it stands today it looks as though there were

room for one more paper to take up this branch of advertising and make a success of it, since the *Herald* has about reached the limit where it can take care of the customer to his satisfaction and profit. The *World* and *Journal* have so burlesqued the business that no self-respecting landlord or boarding-house keeper or man with a business for sale will use their columns under any circumstances, so that the only papers that might easily become a strong rival of the *Herald* and get a big share of the business are the *Times*, *Tribune* or *Sun*, with the chance in favor of the *Times* because of its low price. Whoever undertakes, however, to get this business will have to have a knowledge of the matter both from the side of the newspaper and also the advertiser possessed by but a few. It is unlikely, therefore, that the *Herald* will ever have a real competitor in its own chosen field.

ADVERTISING DISFIGUREMENT.

People's ears are not to be battered with unnecessary noises. But while the noses and ears of the public may be guarded from offense, its eyes go unprotected. Yet to a large number of persons one nuisance may be just as obnoxious as the other. — *Newspaper Maker, New York.*

YOUR HOME IS INCOMPLETE WITHOUT

DENNISON'S HANDY BOX

Price, 75 Cents,
Post-paid.



Contains generous quantities of

Tags, Labels, Twine, Glue, Paper Fasteners, Rubber Bands, Adhesive Transparent Paper, of highest quality, neatly packed, ready for use.

Thousands sold to orderly homes and offices throughout the country.

Send for our "HOME NECESSITIES" Book—FREE.

For prompt attention, address DEPT. R. R.

DENNISON MFG. CO.,

Boston, New York, Phila., Chicago, Cin'tl, St. Louis.

Largest Mfrs. of Grape Paper in the World

A MAIL ORDER SPECIMEN,

CONSUMER OR GROCER?

A recent issue of the *St. Louis Grocer and General Merchant* contains an article which shows how grocers—and presumably other distributing retailers—regard the theory of “creating a demand by advertising to the consumer entirely and exclusively:”

“Some manufacturing concerns seem to have gone daffy on the subject of advertising to the consumer. There can be no doubt that much good could be accomplished along this line, but there are extremes to this question as well as to others. And the extreme to which some manufacturers are going is showing itself. Take, for instance, the Baking Powder trust. It cannot be denied that goods of this corporation are popular with the public and do the work well for which they are intended. But the sole object of this trust seems to be to make their goods so well known by everybody that the grocer will be compelled to handle these goods whether he wants to or not, and they have pretty well accomplished their ends. But this has cost money, lots of it, and the grocer has had to be neglected and the surplus devoted to general advertising. This has not tended to make the merchant exceedingly friendly to the trust product, and he grudgingly sells these goods generally on demand. As we view it the retail merchant has no grievance against the trust because it is a trust, but because of the arbitrary and arrogant manner of this corporation which goes on the principle that they will create such a demand for the product that the public will have no other, and the grocer is only considered a distributing agent, to whom they allow only a small percentage for their services. The trust finds that its sales are falling off and their advertising expenses increasing. The grocers have not fallen in love with the independent baking powder people, for no special inducements have been held out, but they are not hampered by restrictions and a fair margin of profits can

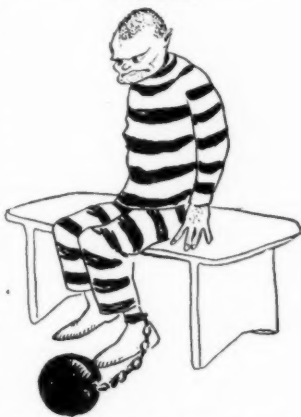
be obtained, consequently they push the non-trust goods.

“It is right and proper for manufacturers to help create a demand for their products, but the whole effort should not be in this line. The distributor, the retail merchant, is entitled to some consideration, and if you gain the friendship and confidence of the latter you have gone a long way toward making a success of your business, Mr. Manufacturer. And you will find that the expense will be much lighter, too. Manufacturers are daily throwing away thousands of dollars in very doubtful advertising schemes, with an object of ‘creating a demand’ for their goods, which could profitably be shared with the retail merchant.”

IMPRESSIVE CIRCULATION STATEMENTS.

The day-by-day itemized circulation statements of the *Record* and the *Daily News*, of Chicago, and the *Washington Evening Star*, are in admirable form—fully tabulated, with figures and signatures printed in, fac-simile from original records. Net output is shown, less deductions made for all exchanges, copies used for employees, unsold copies, etc. Samuel S. Rogers signs for the *Chicago Daily News*; Albert G. Beauvais, for the *Chicago Record*; Frank B. Noyes, for the *Washington Star*. No advertiser, taking full account of the circumstances, would be likely to doubt for an instant the circulation claims of these mediums. —*Newspaperman*.

STEREOTYPED ADVERTISING PHRASES.



“SENT UPON TRIAL FOR THIRTY DAYS.”

COLORADO ADWRITING EXPLAINED.

The Excelsior Publishing Company, of Leadville, Colorado, publishes the *News-Reporter* of that city. In addition it conducts what is called a "department of advertising." This is advertised in a booklet that is a typographical freak perhaps, but which contains a host of interesting statements. The Little Schoolmaster thinks the whole thing worthy of reproduction here, divested of its numerous headings and borders:

Advertising doesn't pay seventy-five per cent of the firms who put their money into it. But that's nothing.

Poison won't kill unless you swallow enough of it. It's a case of the dose just as much as the ingredient, and if—

The medicine can help the sick man, give him proper doses and give them to him until he is well.

If advertising can help your business, give it enough of it and continue giving it until you are rich, independent and able to live without work or business.

If advertising can't help your business, deed the d——d thing to the State and go to the poorhouse.

We make advertising pay. If we can't do it one way we do it another, but we make advertising pay, and pay big. It's a business with us.

We can do your advertising and make it pay you. We can take a dead store and turn it into the busiest place in town if the manager has energy enough left to breathe normally.

We can take a store doing a losing business and, given the stock, the room and the clerks to handle the trade, we'll put it at the head of the procession of the profit-making concerns of its town.

We know how to advertise, and how to make advertising pay the concern we do it for. Give us your advertising business, and if your store and your stock are not too far behind your competitors, we'll make them all quit against you. It's all done by advertising.

Advertising breaks nine men out of ten who try it extensively. If we advertise for you we'll break the other nine men against you, all things being equal in your store and theirs.

Good advertising and enough of it wins for you and knocks out your competitor. If you are afraid to let go of your money, we can't do anything for you. If you have the nerve to let go of your money, we have the nerve to spend it for you, but we'll make it count.

If you know it all, you don't need us; the other store does. But if you will admit to yourself that—

Your business could be better, we can be of service to you in advertising it—that is, if you want to do the leading business in your line in your city. The man who is satisfied to "jog along" slowly should not waste his money in advertising. It disturbs the peace and

quiet of his store and breaks his rest and ease—that is, if the advertising dose has been well mixed and given according to our directions.

There are merchants who are good store managers, but they do not understand the part that advertising plays in business; or if they do, they do not have the time to attend to the details of it. We can advertise for such men and make it pay big.

There are merchants who know nothing about advertising and less about conducting a successful store. We can't make advertising pay for that class of men. They missed their vocation, and in the store business they don't breathe normally.

If you want

A big successful special sale, removal sale or closing out sale, send for us. A special sale is good to liven up business, to move old stock, to reduce an overstock and turn it into money. We'll make a special sale pay you big and leave your business in a live, prosperous condition when we close it.

If you're interested, write us or send for us to go and see you. If you live out of town and want to talk business, we'll go and see you if the proposition justifies.

NOT REMEMBERED.

Many of the advertisement writers of to-day are well educated men and women, who have acquired a thorough knowledge of the English language from its foundation—and they are better for it if they can only remember that all are not as fortunate in regard to educational advantages. When these writers sit at their desk preparing the "copy" for an ad they often lose sight of the fact that they are appealing to the masses—that the masses are not so highly educated—and that words should be as simple as possible to carry the meaning out into the homes of the prospective customer.—*Ad School.*

STEREOTYPED ADVERTISING PHRASES.



"A GREAT REDUCTION IN UNDERWEAR."

TOO MUCH ADVERTISING.

By S. H. Busser.

The modern advertising solicitor has need of very great fortitude. There are times when he would be far more comfortable if he had no feelings—no sentiment—nothing in his mental make-up but a machine-like propensity for drilling over his field and gathering in business.

This is particularly true if he tries to develop new advertisers. He may put in weeks—even months—of patient labor with a non-advertiser and finally reap a small reward in the shape of a small contract for his paper.

By looking after the new advertiser's copy he succeeds in showing him results; then his troubles begin. The advertiser becomes over-enthusiastic and buys space in everything that comes along. Advertising is all alike to him. If one medium pays all will pay—so he goes on to the end. The reaction comes, of course, and he concludes that advertising does not pay. He quits everything, sours on the newspapers and begins to tell everybody how printers' ink nearly drove him out of business. No amount of argument will convince him of the error of his ways. The solicitor who gave of his time and experience and started the advertiser on the right track is blamed with all the rest—perhaps more than the others.

There is something about advertising intoxicating in a way, but there is no excuse for going on an advertising drunk. A man ought to know that he can get too much of even the best things in life.

If the beginner at advertising

would only be content to settle down to industrious work through the best papers in his territory and have the courage to cut off the horde of hangers-on he would have no reason to complain, but would make more money instead of losing a lot of it. In almost every town and city worthless publications with padded circulations thrive at the expense of the unwary advertiser, besides diverting business from the legitimate publications. The solicitor for the reliable newspaper is accused of jealousy if he tells what he knows of the small fry.

♦♦♦♦♦
TO ADVERTISE BATH.

The advertising committee of the Bath Town Council, at the last meeting, brought up their estimates for 1901. This included the following items: To provide for the publication of an illustrated medical guide to the baths, for circulation among medical men throughout the country, embodying portions of the *Lancet* Special Commission, and illustrating all the principal treatments and appliances in use at the baths—estimated cost of 5,000 copies, £120; postage of ditto, £20; advertising in medical journals, £48 16s.; ditto in illustrated and society papers, £198; *Times* of India Overland Mail, £10; tourist and other guides, £38 3s.; to provide for the issue of a railway handbook for circulation throughout Great Britain, showing the facilities offered for getting to Bath offered by all the principal railway companies in England, Scotland, Ireland and Wales, £20; to provide for the preparation and conduct of a special frame for local announcements, amusements, etc., to be fixed in the pump room vestibule, for the information of visitors, £20; weather reports, £75; to provide for the cost of sending daily observations to meteorological office for inclusion in their official daily weather report, £20; provide for new blocks, etc., £10; total, £579 10s. The sub-committee resolved that the estimate be approved, and the council be asked to make a grant for the year of £600.—*Newspaper and Poster Advertising.*

INDIANAPOLIS PRESS,

Indianapolis, Ind.

DEAR SIR—We are much pleased with the attractiveness of our advertisement in *THE PRESS*. During the past six months we have had much evidence of the value of your circulation. No advertiser can thoroughly advertise his goods in this city without using *THE PRESS*.

Very truly,

L. E. MORRISON & Co.,

Trunks and Rubber Goods,

27 W. Wash. St.

PERRY LUKENS, JR., New York Representative, Tribune Bldg., N. Y.

ALMOST, BUT NOT QUITE.

Some one had asserted that if a publisher does not take the trouble to compile a statement, his circulation is rased in the American Newspaper Directory far below what it ought to be.

Thereupon the Directory editor, to refute the misstatement, directed attention in a recent issue of *PRINTERS' INK* to a standing offer of a reward for the discovery of a case of this sort, as follows:

A copy of the next issue of the American Newspaper Directory will be presented to the first person who shall prove that any paper in this edition credited with a circulation rating by letter is actually entitled to a higher letter rating than it receives.

This reward is rarely earned because papers with circulations underrated are nearly as scarce as the proverbial hen's teeth. Now and then, however, such a case is brought to light. The Grass Valley (Cal.) *Morning Union* may be such a one, but if so its case is not yet quite made out.

GRASS VALLEY, Cal., Jan. 29, 1901.
Editor of *PRINTERS' INK*:

Noticing your disposition to be fair toward all publishers of newspapers, I take the liberty to call your attention to the fact that I am entitled to a copy of the Newspaper Directory on account of your rating of the Grass Valley *Union*. You give the *Union* a J K L rating, while the actual circulation at present is 1,747 per day, and during the year 1900 was no less than 1,652 at any time. The *Union* has not taken the trouble to make a detailed statement in order to secure a rating, for the reason that it carries but few "foreign ads" and has not been seeking that class of business.

This paper receives a good rate from local advertisers, has all the advertising it can well handle, and the mechanical capacity of the plant has been severely taxed at times in order to accommodate all of the local advertisers.

The subscription list is of the most select class, and those who do not pay do not get the paper. There are few extra papers printed, say six to twenty copies each issue, and no returns or unsold copies outside of these. In addition to the regular circulation an edition of 500 sample copies is run off occasionally for the use of subscription canvassers.

Close track is kept of every detail in the subscription and advertising departments, and all patrons are treated alike. The mechanical department is remarkably complete for a city of 6,000 inhabitants, a linotype machine and fine job plant being a part of the equipment. I

mention these things to show you that the *Union* is an up-to-date newspaper and conducted on the most approved business methods.

I am an employee of the *Union* and have every opportunity to know exactly what the circulation is, and the figures are published from time to time. If you will kindly inform me what proofs you wish to verify my statements I will send them—will send you affidavit of Mr. F. W. Prisk, the publisher, or affidavit of bookkeeper and pressman and make a showing of monthly paper bills.

Very respectfully yours,

WALKER JONES.

P. S.—I write this on my own responsibility, only consulting Mr. Prisk after it was written, and then for the purpose of ascertaining if he was willing to furnish affidavits and other proofs if I need them to establish my claim. Some time ago I furnished you with an article regarding the circulation of dailies in San Jose and some notes as to the effect of rural mail delivery, and I doubt if any one interested questioned the reliability of my statements, or deemed them anything but conservative. Am well acquainted with the newspaper situation in Los Angeles, and would be pleased to give you an estimate as to their circulation and value as advertising mediums if acceptable.

It will be noted that Mr. Jones is an employee of the *Union*, but he does not tell how he knows what its issue is, or claim any right to give information on the subject save that he has permission from the owner to write as he does. He does offer, however, to send a statement from the owner verifying the truth of what he has written. *PRINTERS' INK*, therefore, has pleasure in saying to Mr. Jones:

If Mr. F. W. Prisk, publisher of the Grass Valley *Union*, will indorse the letter printed above with the words: "The statements made herein by Mr. Jones are true," and will then add his own signature and the date and return it to us, we have the assurance of the Directory editor that it will be sufficient to establish the claim made and cause the *Union* to be rated: Smallest issue in 1900 was 1,652 copies.

When this has been done, if it ever is, Mr. Jones will get the reward offered and the *Union* will have the rating claimed for it. As a matter of fact, the *Union* actually is an unusually live-looking daily and appears to be worth an advertiser's attention.

LAW AND ADVERTISING.

The word "Hygeia" as indicating the name of the mythological goddess, is held, in Hygeia Distilled Water Co. v. Hygeia Ice Co. (Conn.) 49 L. R. A. 147, not to be so merely descriptive of the quality of goods, such as ice or distilled water, as to prevent its protection as a trademark, but it is held that the trademark will not prevent the use of the word in its natural signification of healthfulness, as part of the corporate or business name of a rival. The name "Hunyadi" being neither descriptive nor geographical, but purely arbitrary and fanciful, as applied to medicinal waters, is held, in Saxlehner v. Eisner & M. Co. Advance Sheets U. S. 7, to be the proper subject of a trademark, and the owner's failure to prevent others from using the word as a name for such waters until it had be-

come a generic name is held not to show an abandonment of his rights, if he made every effort in his power to put a stop to their use of it. But his rights are held to be defeated by laches when, by twenty years of inaction, he permitted the use of the word by infringers in this country, acting under licenses from the government of his own country, until the name had become a generic one.—*Carlton Catcat*.

OVERRATED.

The importance of attracting attention to an advertisement is, I think, greatly overrated. A great many people place this feature of the ad first. The first thing to do is to find something good to say, and then say it in a plain, convincing way. After that is done, look out for the display.—*C. A. Bates*.

Manufacturers and Jobbers in New York City

While I write, illustrate, and print all kinds of advertising matter for advertisers in all parts of the country, I am particularly desirous of an opportunity to present a special proposition to a few large manufacturers and jobbers here in New York.

You have to alter, and improve, and increase your advertising from time to time, in order to keep your business growing, and may be you have just gotten to a point where this particular line of mine will simplify and greatly strengthen your whole system of reaching the trade.

It is especially suitable for firms who are continually bringing out new specialties.

Write me about it if you think that two good heads may be better than one, and if you are disposed to pay a fair price, to a man of wide experience, for good, honest, hard work that you don't have time to attend to yourself.

This plan is suitable for large, first-class firms only.

ANY ADVERTISER

who thinks a specialist's criticism and advice would be worth having is invited to send me two dollars, along with his booklet or circular or trade paper announcement, or any other piece of advertising matter, and I will tell him how to make the next one more effective.

CORRESPONDENCE INVITED.

If you think it probable, or possible, that I can be of service to you—if you want a series of newspaper or trade paper or magazine advertisements written and illustrated, or a series of mailing cards or a booklet, or anything else of a similar character—write 40 me, and I will tell you what I can do for you and what it will cost, and I will send samples of any of my work which I think will interest you.

OTHER PEOPLE'S OPINIONS.

The following are a few of many complimentary letters which I have recently received:

Mr. W. M. Ostlander, specialist in country real estate, 1215 Filbert St., Philadelphia, writes: "I have done a great deal of advertising with circular letters and mailing cards, and through agricultural papers and high-class magazines. At different times I have employed some of the leading advertising specialists in New York, Chicago and Philadelphia. I am pleased to inform you that the several kinds of advertising matter you have prepared for me have brought considerably better cash returns than any prepared by the other specialists. You have certainly mastered the advertising business and the English language—a rare combination. And your moderate prices make it cheaper for me to employ you than to prepare the matter myself."

The Baker-Bayles Shoe Co., St. Louis, writes: "We were very much gratified this morning to receive the copy for our cards. We like them all very much with the exception of No. 7. If you will write something different for this one and mail it to us we will O. K. by wire. The two cards of which you send the type proof are all right. We like the general style very much. We are also very much gratified at the prompt way in which you have handled this."

[NOTE.—I am not infallible. I sometimes submit matter which does not exactly hit the mark. The reference to "No. 7" in the foregoing is proof of that fact.]

Mr. Patrick J. Sweeney, proprietor of The Manhattan Reporting Company (the largest in New York City), writes: "I am in receipt of your letter inclosing copy for four advertisements. I am well pleased with all of them and gladly send check herewith for amount of bill."

Mr. Harry Coleman, proprietor of the Post Publishing House, Pontiac, Michigan, writes: "I am in receipt of your favor of the 26th instant inclosing copy, and I wish to compliment you upon the ingenuity you have displayed in this matter."

The A. Graves Company, jewelers, Memphis, Tenn., writes: "We like your cuts and sample ad very much and will accept your offer."

A Kentucky bank cashier writes: I thank you for your kindly criticisms of our folder. We think them well taken and we are sure your suggestions would improve the matter.

A grocer in a small New York town, for whom I prepared some yeast advertising matter, writes: "Our sale on Imperial Yeast is far beyond anything I had expected. We are now selling very large quantities."

An Iowa book dealer writes: "I am much impressed with your way of presenting things."

Hollis Corbin
253 Broadway New York

PROVING CIRCULATION.

There is but one way to prove circulation. By the books. All other ways are evasions.

Every publisher knows the circulation of his own paper. He can prove it if he wants to. To be honest with the advertiser, circulation must be proven.

The books prove the circulation conclusively. Books cannot be doctored to deceive one who knows how to investigate them. It is easy, if there is press capacity, to print extra papers to make a big pressroom showing. It is easy to put names in type and claim they are a bona fide subscription list, but I believe it is impossible for any newspaper to fix its books so that an expert investigator cannot detect the deception.

My first effort in making any investigation is to ascertain to my own satisfaction whether there is any desire on the part of the publication being investigated, to deceive me in any way. In a thousand ways I reach my own conclusions on this point—conclusions I have never found to be misleading. Long before I have finished investigating any publication, I have made up my mind whether or not it wants to help me tell the truth.

That the Orange Judd Company and the Phelps Publishing Company desired to make known the truth about their publications was manifest at the beginning.

I had access to the subscription list, the books and the pressroom at any and all times during a period of thirty days. I was permitted to examine anything I wanted to and ask any question of any employee at any time. I checked up the names entered upon the subscription galleys, I hunted up the letters and the orders sent in by subscribers and agents; I would take names haphazard and then go to the files and find for myself the letter or the order authorizing these names to be entered as subscribers and noting the money inclosed for the subscriptions. I also checked up the entering of the names upon the subscription books and the enter-

ing of cash payments in the book-keeper's department, where I checked up the receipts month by month and year by year.

I also counted the galleys where the subscription lists are kept in type—between six and seven thousand separate galleys for this group of papers—counted the number of names to each one of twenty or thirty galleys in order to get a general average (about seventy-five names to a galley, or over five hundred thousand names in all). Then I compared the results obtained by these three methods—namely, the subscription lists, the galleys and the cash receipts.

I went through the mailing rooms, where an average of not less than 12,000 pounds or six tons of mail goes out daily for the six working days of the week, and watched the process of attaching the names to the papers through the Dick mailer from the subscription lists, and then saw the presses actually at work printing the papers. The postoffice receipts for a series of months were also verified.

In fact, there was no detail of the printing, subscription, mailing and bookkeeping departments that I did not thoroughly investigate and check up by comparison, so that, as in all my other investigations of circulation, I would be in a position to state that I knew positively the circulation of these papers, and whether or not it was paid, and at what price. I particularize regarding this investigation, because many agricultural advertisers have asked me the methods used in making an investigation of circulation. Also, because this is the first and only case in which agricultural periodicals have submitted to so exhaustive an inquiry. The points to be determined were:

How many papers are printed.

How many are sent out to subscribers.

How many are sent as sample copies.

What price subscribers pay for them.

Whether the subscribers take the paper year after year.

Whether the circulation is gaining or not.

Whether subscribers take the paper

on its merits or on account of special inducement.

Where the circulation goes to—that is, how much in each section of the country.

—From a Brochure Issued by the Phelps Publishing Co., Springfield, Massachusetts.

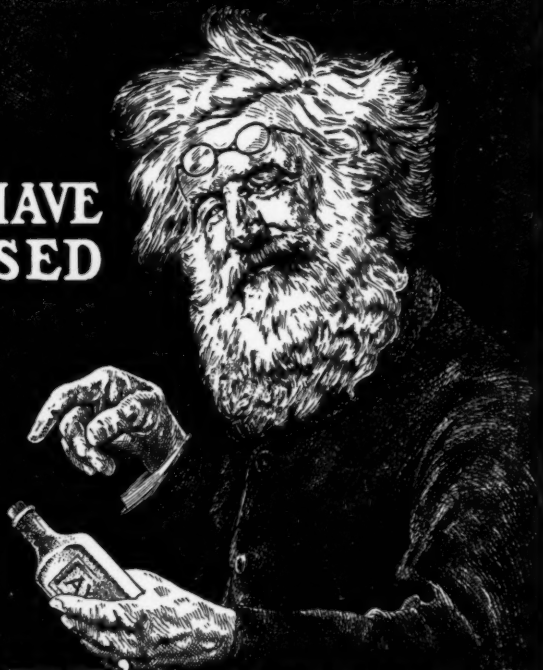
THE long winded advertisement is like the long winded man in that it usually says the least.—*Elmira (N. Y.) Gazette.*

ON THE FIRING LINE.

A Chicago merchant of expedience places more stress on the constancy of the advertiser than on the striking character of the advertisement. He declares that "the 'ad' that is always on the firing line, through thick and thin, in season and out of season, is the 'ad' that will win its share in the division of trade. The 'ad' that is run at intervals must enter the lists each time as a new competitor."—*Pittsfield (Mass.) Journal.*

FOR FIFTY YEARS

I HAVE USED



AYER'S CHERRY PECTORAL

For COLDS and COUGHS
THREE SIZES 25¢ 50¢ \$1.00 ALL DRUGGISTS

A SUCCESSFUL PRIZE SCHEME.

By Sam E. Whitmire.

For more than a year the R. T. Davis Mill & Manufacturing Co., of Kansas City, Mo., has been working a cash prize scheme that has proved very successful. Each month they place seventy-nine coupons, value from \$1 to \$5 each, in sacks of their No. 10 Flour to be sold in Kansas City. The total amount of each month's coupons is about \$200. In selling the flour to the local grocers the sacks containing the coupons are mixed in with those that do not, so that every grocer will have one or more sacks containing a coupon.

Mr. W. J. Hendrick, secretary of the company, is a strong believer in newspaper advertising, and to keep the scheme well before the people he uses from six to thirty inches in the *Kansas City Star* and the other daily papers from two to three times a week. Here is one of his six-inch ads, greatly reduced:

Buy No. 10,

The finest flour milled, and you'll always have good bread. Then you may be lucky and get one of the cash prizes of \$1 to \$5 which we are giving away. Each month we place 79 coupons, value \$1 to \$5, in sacks of No. 10 to be sold in Kansas City, Mo., and Kansas City, Kas. If you get one of these coupons it will be cashed at our office or by your grocer.

Buy a sack of Davis Royal No. 10 Flour and if you do not find that it makes the best bread ever used return the empty bag to your grocer and he is authorized to refund your money.

R. T. Davis Mill and Mfg. Co.,

Tenth and Hickory, Kansas City, Mo.

The coupon that is put in the sacks is four by ten inches. It is mixed in with the flour and can be easily found when the sack is emptied. About once each month Mr. Hendrick prints a reproduction of the coupon in an ad occu-

pying twenty inches of space, in this style:

Coupon Receipt No. 40 —
Kansas City, Mo. —
Received of
R. T. Davis Mill & Mfg. Co.
the sum of \$1.00 — Dollars
for rebate on Davis' Royal No. 10 Flour,
Purchased from —
Signed —
St. and No. 757 Main

Every month 79 coupons of the form reproduced above, and in value from \$1 to \$5, are placed in the sacks of DAVIS ROYAL NO. 10 FLOUR sold during that time. These coupons are exchangeable for cash at our offices or your grocer's. Buy a sack of Davis' Royal No. 10 Flour, and if you do not find it makes the best bread you ever used return the empty bag to your grocer and he is authorized to refund your money.

The purchaser of this sack of Davis' Royal No. 10 FLOUR is entitled to \$1.00 which will be paid as a rebate on Davis' Royal No. 10 Flour by the grocer who sold the flour or at our office, Tenth and Hickory Streets, Kansas City, Mo., upon presentation of attached Coupon properly signed.

R. T. DAVIS MILL & MFG. CO.
NOT GOOD IF DETACHED

THIS IS THE COUPON

R. T. DAVIS MILL & MFG. CO.

Mr. Hendrick says the demand for his flour is very strong after the appearance of one of the ads containing a coupon. The coupon scheme works well in two ways. It creates a demand for No. 10 at the local grocer's, and it makes the local grocer anxious to put the flour in stock. It has been noted that in neighborhoods where a \$5 coupon turns up in a bag of No. 10 the sales of the flour for that month more than double at the local grocery.

The best evidence that the scheme is paying the milling company is the fact that it is being pushed harder this year than it was last.

The amount given away last year in the Kansas City field was nearly \$2,500, and about the same amount was spent in the daily newspapers advertising the proposition, making a total of \$5,000. It was told the scheme increased the

company's business more than \$150,000, which brings the expenditure down to about three per cent of the new business—a very good showing.

ROSY VIEW OF MAGAZINE ADVERTISING.

J. L. Stark, of Chicago, has been on a trip through the South. In a talk with a reporter for the New Orleans *Picayune*, he said:

Advertising is beginning to occupy a new position with publishers, especially with magazine publishers. It is coming to be regarded of equal, or even more, value than the literary matter of the publication, as an attraction for public favor and patronage. The advertising pages are now read more carefully than the other context.

Take yourself. What do you do first when you pick up a new magazine? You turn through the pages, scanning the pictorial, the beauty spots. Isn't it true? I know I do, and I see others doing the same thing. The best art to

be found in the world is now reposed in the advertising pictures. The best copy to be had is secured for the advertising text. The smartest things, the cleverest, wittiest and most radiant squibs to be found in publications of today are printed in the advertisements. The American reading public has found this out. They are reading ads as a result—reading ads in the daily papers and the magazines before they turn to the literary pages. Advertisements of to-day bristle with literary merit.

IN FOLLOWING UP.

One very successful advertiser, who would have stopped advertising long ago if he had not had a follow-up system to handle his inquiries, stated to me that he found that by taking up one point in each of his letters, he was able to finally hit the inquirer on the line that was of greatest interest to him. He also suggested the advisability of making a follow-up letter, not so much a repetition of the points made in the previous letter, but, as far as possible, presenting the matter from an entirely different point of view.—*System*.



When you want to sell out send for Raymond, Boston.
 When you need money send for Raymond, Boston.
 When you have any kind of Merchandise to sell send for Raymond, Boston.
 Creditors average 15 per cent. more when they send for Raymond instead of a lawyer.
 When you want to sell your furnishing goods store send for Raymond; don't wait for the sheriff.
 When you want to sell your clothing store send for Raymond; don't let lawyers eat you all up.
 When you want to sell your dry goods store send for Raymond.
 When your landlord raises your rent send for Raymond.
 When mercantile agencies bother you send for Raymond.
 Don't wait until your goods are all gone to pay landlords, lawyers, sheriffs and professional assignees, send for Raymond.
 First loss is the best, send for Raymond.
 Raymond pays higher prices, quicker prices, and without any dickering, for all classes of merchandise, than any other man in the country.
 P.O. Box 2811. Telephone 2805. Stores, 352, 354, 356 Washington St.; 31, 33, 35 Hawley St.; 126, 128 Hanover St., Boston, Mass.

The above ad recently appeared said that Mr. Raymond has a reputation in Boston as a hustler.

THE MAKING OF A HALF-TONE ENGRAVING.

When the copy, which is usually a photograph or a wash drawing, is brought into the establishment, the requirements of the customer as to the time of delivery, character of plate, fineness of screen, proofs, etc., are entered upon numbered cards, which are temporarily filed away (to later receive data as to size of plate and cost of making), the operative data on the cards being noted upon slips which follow the plates through the various stages of manipulation in the shop. If the photograph needs retouching it is sent to the retouching room, where several artists are employed. The retouching of photographs is practically a new profession, and the results obtained are very remarkable. On a machinery subject it is possible for the retouching to exceed in cost five or ten times the expense of making the plate.

The copy is taken up to the photographic gallery, which occupies a mezzanine story immediately under the roof, where both daylight and electric light through powerful focusing lamps are available, the latter being used chiefly on cloudy days.

The first step in the production of the half-tone plate is the making of the half-tone negative, which differs from the ordinary dry-plate negative in that the half-tone image is recorded in the shape of a series of dots and spaces due to the use of a finely-ruled glass screen. The camera beds are made very long in order to obtain the proper reduction in cases where the copy is large and the desired plate small. The copy is fastened to the copy board, which stands vertically at right angles to the runway at one end of the camera bed, the latter being adjustably supported by springs attached to the stand proper, the object of the springs being to absorb vibration, or, to put it in another way, to insure the simultaneous vibration of the camera box and copy, so that the

relation of one to the other is absolutely the same throughout the time of exposure. Having moved the camera box back and forth along the bed until the image is of the desired size, the camera box is then firmly secured to the bed by a turn of a binding screw and the image is brought into sharp focus on the ground glass. The photographer is now ready to prepare his wet-plate, the wet-plate process being particularly adapted for photo-engraving purposes, owing to the facility with which it can be manipulated to get desired results. He takes a perfectly clean piece of glass, previously albumenized, free from dust, and flows over it an iodized collodion, obtaining an even coating by allowing the collodion to run off at one corner of the glass plate.

When the collodion sets, the plate is then sensitized by placing it in a silver nitrate bath. When sensitized the plate is put in the plate-holder and is then ready for the exposure. The process plate-holder is of special construction and is adjustable so as to hold any size plate to the limit for which the camera was designed. The holder also contains the ruled screen which is placed at a very short distance from the sensitized plate, between the latter and the lens.

The half-tone screen is made up of two plates of glass that have been carefully ruled on one side, the plates being cemented together, ruled side to ruled side, in such a way that while the lines are ruled diagonally across each plate, the lines of one plate run at right angles to those on the other when the two plates are put together, producing a mesh representing from eighty to two hundred and fifty lines per inch. In making half-tone plates the coarseness of the screen employed depends upon the use for which the plate is intended. For a large number of periodicals the one hundred and seventy-five line screen is the one which gives general satisfaction.

Having been exposed, the plate

is taken to a dark room and developed, the kind of developer used depending upon the judgment or particular practice of the operator, the expert varying his manipulation with different subjects within surprisingly wide limits. The image appears in about five seconds, and the plate is fixed with a solution of potassium cyanide. If the negative is not of the required density, it is intensified. The negative is allowed to dry, when it is coated with a solution of rubber, and this coating is followed by another of collodion for the purpose of securing greater body in the negative to permit of its being handled. In order to secure a printed image like the copy it is necessary to reverse the negative. Should the negative not be reversed then the right-hand side of the printed proof would represent the left-hand side of the photographic copy. This is done by stripping the film from the plate. The glass is placed in a specially designed "squaring frame" having squared metal edges, and after adjusting the T-square and squaring the negative, the portion of the film which it is desired to transfer for printing is cut with a sharp knife, so that when placed in an acid bath for the purpose of loosening it from the glass the desired portion may be readily removed, reversed and transferred to another and thick-glass plate, which is used in printing the picture on the sensitized copper.

The copper plates come already polished, but it is necessary to give them a high finish before using. This is accomplished by rubbing them with willow charcoal and water. The copper plate is dried and coated with a sensitizing solution, which is flowed on in the same way as the collodion was on the glass plate. The copper plate is placed in an A-shaped clamp and the sensitized coating is evenly distributed over the plate by means of what is called the "whirler." The clamped plate is hung face downward toward the floor in a large

box having a gas stove at the bottom, and is fastened to a swiveled wire support so that it can be whirled rapidly. The motion causes the coating to be evenly distributed by centrifugal action and at the same time the plate is dried. The half-tone printing frame does not differ materially from the ordinary photographic printing frame, except that it is much more strongly built and is heavier. In the front of the printing frame there is a sheet of plate glass about an inch thick. The negative is placed in the printing frame next to the front glass, with the face of the negative in contact with the sensitized copper plate. The back of the printing frame is then secured and by means of a number of hand screws great pressure is applied so as to hold the copper plate in the closest possible contact with the negative. Either daylight or electric light can be used for printing, electric light taking more time than daylight. When the plate is taken out it is placed under a jet of running water, by which means the image is developed.

Following development the copper plate is gripped with a pair of pliers and held over a gas stove, for the purpose of "burning in" the image, after which process the plate is placed in an etching bath of chloride of iron, wherein it receives the first etch. What are termed flat proofs of the plate are then made on a "Washington" hand proving press, and if the flat proof indicates the presence of those qualities in the plate that have been sought, the plate then passes to the "router."

In the case of a vignettied subject, where the tint is allowed to die away around the edges, the plate is clamped in what is called a "routing machine, which is designed to give a speed of three to four thousand revolutions per minute to a small cutter whose action is varied according to the part of the work it is intended to perform. The routing machine, like all the other machinery of this establishment, is

run by an independent electric motor. The router follows around the edges of the tint, cutting away all superfluous metal. Except in the case of silhouettes, there is little routing in subjects which are not vignettied, but in some cases the sky or background of a picture which is defective is removed by the router. In the case of what are known as "square" plates, a bevel groove is run all around the plate at a short distance from the printing edge to allow for securing it to the wooden block on which it is to be mounted, and also to permit of the excess metal being readily cut off.

If an examination be made of most half-tone plates, it will be found that there is a black line bounding them, with a white line just inside the black one. Both lines, together with the grooving, are made on the plate by a beveling machine, which is something like a planer and a mailing machine combined. The plate is securely clamped to a movable bed, which is moved by hand, planer fashion, so as to bring the plate under a steel graver, which cuts the black line and the white line in the plate. The current is then turned on to the motor, causing a circular beveling cutter to rotate at a high rate of speed. The bed carrying the copper plate is then run under the cutter, which "mills" a groove. This is done with all four sides of the half-tone.

The plate is now ready for the "finisher," upon whose artistic judgment much of the success of the plate depends. The finishers "stop out" or paint out with asphaltum varnish those parts of the engraving which are not to be re-etched. The finishers take out all imperfections in the plate, improving it as compared with the original copy by means of roulettes, burnishers, and wood engravers' tools.—*Scientific American*.

DISTINCTION AND DIFFERENCE.

Many a merchant learns that the kind of advertising he knows is good is not profitable.—*White's Sayings*.

RULES FOR PUBLISHERS.

SUGGESTED BY DR. MOTT V. PIERCE.

As the first duty of the publisher to the advertiser, I would suggest that he refrain from attending publishers' conventions and passing a lot of "dem-fule" resolutions that are obnoxious to his best patrons and which he doesn't intend to carry out.

To do away with old foggy restrictions regarding broken column rules, cuts and display type.

Never to tell anything but the truth in regard to the circulation of his paper, and not to consider that there are five members to a family that read his paper.

Never to sell the same position twice or more to different people on yearly contracts during the same year.

To adjust his advertising rates to conform to his actual paid circulation, and not what he imagines his circulation will be.

When attention is called to an incorrect insertion, not to request the advertiser to take a trip to hades.

To always accept dictionaries, motors, engines and automobiles in trade for advertising when offered him.—*Fame*.

A WESTERN SCHEME.

Mr. Earl Robinson, of Robinson Bros., Red Oak, Iowa, tells in the following interview how they do their advertising: "Our line is dry goods and it is, therefore, unusual to buy butter and eggs, but this is just where we get in our advertising. We pay a little more for these articles of produce than others in town pay and the amount must be traded out at our store. It is peculiar how women will walk all over town to make a few cents on eggs. Two hundred cases a week is not unusual with us. We turn over both the eggs and butter immediately to Swift & Co., with whom we have a contract to take all we buy. The margin above the regular price we count our advertising."—*Chicago Dry Goods Reporter*.

STEREOTYPED ADVERTISING PHRASES.



"SHIPPED THE SAME DAY."

DOESN'T WANT OCCULTISM.

CHICAGO, Ill., Feb. 15, 1901.

Editor of PRINTERS' INK:

Having been a constant reader of PRINTERS' INK for some time, I have noticed that letters and quoted articles are of frequent appearance which dilate on an intangible, indefinable "something" which makes an advertisement good. None of these articles attempt any explanation of this vague and misty "something" which must be present to make an ad strong and effective. I have also seen frequent assertions that grammatical construction is of minor importance if the indescribable "something" is there.

Another assertion of frequent occurrence is that a good ad very often fails to bring business, whereas it as frequently happens that a poor one does bring results.

Instead of delving into the unknown—the occultism of advertising, as it were—why not confine ourselves to certain well-defined principles which have been demonstrated by experience. A theory is scientific only in so far as it can be demonstrated. Basic principles are axiomatic.

An advertisement is simply an announcement anticipating inquiries from the public. It should answer the most likely inquiries, which would naturally vary according to the nature of the business. It should tell the reader enough about the article (I almost said "adicle") to enable him to decide at once whether or not he wants it. It should do this without any sacrifice of grammatical construction. It should quote a price—specifically or approximately, as the occasion and the nature of the goods would allow. It should appear regularly. This has all been gone over time and again, but the fact remains that it is about all that is positively known and proved by experience. Attractive style, catchy phrases and pleasing sentences depend entirely upon the ability and originality of the writer. The beacon light which warns us from rocks of spasmodic advertising is the rise and fall of Frank Siddall's Soap. The wisdom of quoting prices is demonstrated daily by our leading business houses everywhere. It always follows that successful advertisers are constant advertisers.

Let us get more out of what we know and steer clear of ghosts and bogies.

Yours very truly,

J. H. RATHBUN, Adv. Agent.

FINDS IT USEFUL.

LA CROSSE, Wis., Feb. 13, 1901.

Editor of PRINTERS' INK:

We hand you herewith our check for \$5.00, which is to pay our subscription (just expired) one year to your valuable journal. We find the Little Schoolmaster helpful to brewery advertising, as much as it is to other lines of business. Hoping that we will not miss a number, we remain, Yours very truly,

JOHN GUND BREWING Co.,

H. Harry Long, Adv. Mgr.

AN UNDERWEAR SALE.

CAMERON, Mo., Feb. 12, 1901.

Editor of PRINTERS' INK:

Here is an ad clipped from the Weatherby (Mo.) Sentinel, which is a

Big bargains...

IN EVERYTHING AT

...Searcy's...

We are nearly giving away our

I do all kinds of wood work, door and window frames.

At Silas Riggs' Blacksmith shop

C. C. SEARCY.

"warm thing," especially when a wagon maker can afford to give away his underwear as bargains this time of the year. Yours respectfully,

B. J. BARRETT.

SAPOLIO SUGGESTIONS.

Editor of PRINTERS' INK:

Who would suppose that in such a model place as Spotless Town the spitting nuisance prevailed? Yet according to the Sapolio cards in the cars, Spotless Town is not exempt from this evil. Arresting the persons who frescoed the floors with saliva seemed to be the proper corrective. The Sapolio card suggests a harsh if not heroic way of suppressing this nuisance. It reads:

In Spotless Town they caught a bore,
Who slyly spat upon the floor,
And if you don't expect his fate,
Then you should not expectorate.
They washed his mouth as white as
snow,
With water and 'SAPOLIO.'
(See Board of Health Notice in this Car.)

Think of the ruddy red of a man's mouth being turned to an absolute white by such drastic treatment. The question arises: "Did he survive?" In line with this sort of advertising why not adapt a picture of a pretty woman with a commercial smile to a verse like this:

"This lovely maid so pleased and free,
Has teeth as white as white can be.
You ask her what has made them so,
She promptly says: "Sapolio."

If not, why not? Consistency and so forth. WILLIAM GREEN.

ON DEAD NAMES.

ROGERS, Ark., Feb. 8, 1901.

Editor of PRINTERS' INK:

The approaching spring season is causing the seed merchants to start their annual distribution of seed catalogues. The postage on the catalogues varies from two to five cents, some higher, very few less. I cannot understand how these firms prosper as they do if their expense accounts show as heavy per cent of dead loss as the loss on the catalogues shows on account of the firms not securing up-to-date lists or having their old lists checked over. I believe I am conservative in estimating the loss at 25 or 50 cents per day in postoffices in towns of 1,500 or more. People change their offices so often, many die, and yet these seed firms continue mailing their catalogues. I believe I could earn a salary of five dollars per day in some of the large firms by saying more than that in dead loss in postage and printing, and yet they ought to have pretty smart men employed in their offices. And the remarks on the seed catalogue are appropriate to large wholesale and retail firms attempting to build up a good mail order business.

Respectfully, LEO K. FESLER, Postmaster.

HE DOESN'T APPROVE.

NEW YORK, Feb. 20, 1901.

Editor of PRINTERS' INK:

As an example of indefinite advertising, I would call your attention to the following card appearing in the elevated cars of New York City:

The Gem Nail Clipper. Trims the nails to any desired shape. No tearing. It cuts, cleans and files the nails. A vest pocket manœuvre set. Price 25 cents. For sale by all up-to-date dealers. Manufactured by H. C. Cook, Ansonia, Conn.

"For sale by all up-to-date dealers!" Dealers in what? Inquiry at several stores which suggested themselves as likely to sell such things developed the fact that while the dealers themselves had heard of the article, no one had tried to place it on sale with them. The writer desired to get one of these handy manicuring instruments and this experience is his own. If there was some address given, or some place designated where the article could be purchased, that ad might probably be all right.

WILLIAM KENSETT.

A PENNSYLVANIA TALE.

MAHANOTY CITY, Pa., Feb. 18, 1901.

Editor of PRINTERS' INK:

On the 18th day (Saturday) of February the publisher of the "semi-weekly" *Saule* of this city gave a sleigh ride party to his sixteen printers, to Shenandoah and surrounding towns, to advertise his paper. The sleigh was trimmed with a white canvas bearing the name of the paper upon it, and along the route they distributed circulars, as the one I inclose. This kind act on the publisher's side not only brought him new advertisers but also about 300 new subscribers. What is your opinion on this scheme? Yours truly,

WM. D. THOMAS.

FROM FORT WAYNE, INDIANA.

CINCINNATI, Feb. 9, 1901.

Editor of PRINTERS' INK:

Here is an ad from the *Journal Gazette*, at Fort Wayne, Indiana. Two



**Boston
Dental
Parlors,**
74 Calhoun.

McAllister,

Manager.

teeth with but a single ache; two cheeks that swelled as one. For your curio cabinet. Yours truly,

GEO. R. CRAW.

THE LETTER BUSINESS.

NEW YORK, Feb. 13, 1901.

Editor of PRINTERS' INK:

We suggest that advertising by circularizing of letters comes second to newspaper advertising itself and that journals devoted to the interest of advertisers, can greatly promote and increase their usefulness, by giving considerable editorial attention to the advantages of selling and buying of letters. A department devoted to the letter business would, we believe, soon result in your receiving considerable cash advertising from advertisers having letters to sell or to let, and from others seeking certain classes of letters to circularize. Invite communications from both buyers and sellers to give your readers their experience. Yours, MEN OF LETTERS.

Lum Smith, Mgr.

WANTS SOMETHING FOR NOTHING.

PITTSBURG, Pa., Feb. 16, 1901.

Editor of PRINTERS' INK:

We would like, for the purpose of making selections of good advertising mediums, to get a sample copy of every weekly, semi-monthly and monthly publication in the United States which has a fairly good circulation. We can't write to them all. Is there not some way to have our address circulated so that we may get what we want. We want especially those weekly papers which have a large circulation in the country districts. Please advise us.

Respectfully, HOLLAND & BARR,
Lock Box No. 315.

IN JAPAN.

The Japanese, it seems, are rapidly learning American ways—even in advertising. A visitor to Japan may now see, as in some portions of America, almost every hillside plastered with advertisements. They are very enterprising, and one of the advertising methods employed is that of having a procession march through the streets.—*Saturday Evening Post*.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Real Estate.

There is more value in the Buckingham street residence which we offer for sale than can generally be obtained in a residential property. It is central, has modern improvements such as furnace heat, set tubs, baths, etc. The yard has plenty of fruit trees, shrubs, etc. Terms are reasonable and so is the price.

A Liquor Dealer's Argument.

Profits

There are a great many things go over my bar at prices which mean little or no profit to me.

I am not in business for the purpose of losing money.

My experience has taught me that the best and surest way to make money is to get my goods into the hands and mouths of people, so I sell choice high-grade goods over the bar at prices which you are now paying for inferior qualities.

It pays to do this because it makes regular and profitable customers for me and stimulates the demand for my bottled goods.

In this way both my customers and myself reap the benefit.

For a Cod Liver Oil Emulsion.

Children Need It.

At this time of the year the little ones are more or less confined to the house. They lack the exhilarating effects of out-of-doors exercise and fall away in flesh and strength, consequently are easy prey to colds and kindred diseases. There's no need of allowing these conditions to exist, however, as the Central Pharmacy has a splendid up-builder for children as well as adults in their Emulsion of Norwegian Cod Liver Oil. It is better than any other we know of. It is easily digested and palatable. The children don't have to be hired to take it. A full pint for 50c.

All Business.

Who Can Use a Carpet Rug?

Through our direct mill connections we have been enabled to secure nearly 300 beautiful carpet rugs at prices that will enable us to cut down the price scale very materially.

Beginning Friday morning we shall sell the regular 9x12 \$25 rugs for \$19.

The patterns are all new—the very newest in fact. There are Oriental patterns in plenty. These large rugs are growing in favor constantly. They are easily handled—easily cleaned—and they're pleasing to look upon.

An Attractive Credit Proposition.

"Where There's a Will There's a Way."

When you come to look at the matter in a sensible way, you can't afford to be poorly dressed.

Many men—yes, and women, too—owe their present prosperous condition to the fact that they never allowed their personal appearance to be a barometer of their financial condition.

"Nothing succeeds like success" and to look prosperous is next door to being prosperous.

And what's the moral of all this?

Pay a visit to this store.

We will fit you out—woman or man from the feet up.

We've got the shoes for both sexes.

And the clothing for both sexes.

Also the hats for both sexes.

Good hats, good clothing, good shoes—stylish and serviceable.

We will do all this on credit and give you plenty of time to pay. Come and see us to-morrow—procrastination, you know, is the thief of time.

Cut Prices and a Good Reason for Them.

Good Tea Talk.

We Have About 30 Morris Chairs

It is too many. A lot that we had ordered for the holidays did not put in an appearance till it was too late for them to be of any use to us for our holiday trade. We've a dozen that haven't been uncrated. We want to reduce the number we have on hand.

We've cut the price all along the line from \$1 to \$2 and over, and you will realize a saving on any chair you buy. The regular prices were \$7.50, \$8, \$10, \$12.50, \$13.50, \$14.50, \$16 and \$18. They're the latest pattern, the ratchet on which the cross piece of the adjustable arrangement rests being perpendicular and hidden under the chair, not horizontal and projecting out in sight.

Like you to see them.

All Right.

Fly Cocktails Again.

A suitable glass, a little cracked ice, fly cocktail in sufficient quantity, drain into your cocktail glass and you've got a royal drink for any guest.

Fly cocktails are the result of careful study and skilled mixing of pure ingredients. The world doesn't produce a better cocktail.

We bottle four kinds: Martini, Manhattan, whisky and Tom gin.

\$1 per bottle; half pint screw top flasks, 25 cents.

Sounds Sensible.

We Treat the Boy Like a Little Man

but don't give him clothes that look as if they were his father's shrunken. We make boys' clothes as good and in as good style as men's.

Some \$5 suits to-day of heavy navy-blue worsted-serge. Some of the collars have a large star on each corner. On all styles there are shields with double anchor and bars. Suits are trimmed and embroidered in red, black or white. Sizes, 3 to 12 years.

35 Cent Tea.

Half the world drinks tea. It is an important food auxiliary.

It has a mild, stimulating influence on the brain and is a worthy drink for good people.

Our Formosa Oolong at 35c the pound beats any tea proposition you ever heard of in this part of America.

We have talked rather strong about this tea—said it beat half the 50c sort you saw about town—praised it in other ways.

Our talk brought many people. They were timid at first—bought a quarter of a pound just to try it, you know.

In the vast majority of cases people came back for this tea, and they are coming still.

There isn't any better criterion than that, you'll admit.

We'll mix this tea to suit your particular taste at same price; 35c a pound.

Seems to Tell the Whole Story.

Rainy-day Skirts

\$7.50 and \$10 skirts, \$5. It seems scarcely fair to call them rainy-day skirts; for that is, perhaps, the least important of their uses. Why not call them skating or bicycle or snow or golf or walking skirts? We suppose more will be used for skating than for anything else, during the winter months.

About fifty; heavy, plain and double texture cloth; all desirable colors; thirty-six to forty inches long—skirts we have been selling for \$7.50 to \$10, all reduced to \$5.

For a Dentist.

Cheap dentists ruin more teeth than they save. A good dentist asks a fair price for his work, but he saves your teeth. That's just what we do. We cater to people who want good dentistry at moderate prices.

Our Agatone Dental Plate is sanitary and unbreakable (in the mouth), and as clean as porcelain. Reduced price for a short time only, \$10, including painless extraction with Vaporine. Gold crowns, \$5; bridge work, \$5.

NOTES.

MR. JOSEPH WOERNER, Barron street, Eaton, O., styles himself The People's Tailor, in an attractive illustrated eight-page booklet.

THE M. M. Gillam Agency of New York will hereafter place the Mutual Life Insurance Company advertising. The matter will be personally attended to by the younger Mr. Gillam—and it is expected that the advertising will not consist wholly of annual statements.

MR. PALMER L. CLARK, founder and former president of *The Clark's Horse Review* and one of the best known horsemen in the country, is to conduct a department in the Chicago Sunday *Inter Ocean* under the head of "Trotters and Pacers."

THE Dr. Franklin Miles Association, of Chicago, Ill., has published a neat booklet about its institution for the scientific and economical treatment of patients at home. It appears as a clean and dignified specimen of professional advertising.

THE Medicura Soap Company has placed its advertising in the hands of Phillips & Co., 1133 Broadway, New York. At present New York City publications only are being used, but later on leading daily newspapers everywhere will be called into requisition.

CRERAND'S Directory for 1901-1902, published by Wm. F. Crerand & Co., of 732 Broadway, New York, is, as its title suggests, a directory giving the addresses of manufacturers of cloaks, suits, skirts, furs, misses' and children's garments, etc., of New York City. The price is 50 cents per copy.

Newspaper and Poster Advertising (London) reports that "Bensdorp's Cocoa is to be advertised in a list of United States religious papers through the Snow-MacKay Advertising Agency, of 27 School street, Boston. This is said to be the first newspaper or periodical advertising ever done in this country by the owners of the cocoa."

THE American Press Information Bureau, World Building, New York City, has issued a 36-page booklet, which appears to be a specimen of good business literature. It explains the service of the bureau, quotes the prices charged, and contains the statements of prominent people who are using the bureau's method of service.

ALBANY, N. Y., Feb. 12.—Assemblyman W. H. Smith introduced a bill to-day providing a term of imprisonment and a fine of \$250 where a person places, or causes to be placed, advertising matter on the telegraph, telephone or elevated railway pillars, ash cans, lamp posts, etc., in any public highway.—*New York Morning Telegraph*, Feb. 13.

THE Sherman-Worrell Fruit Company, with offices in the Pemberton Building, Boston, is pushing the sale of its capital stock for investment by three-column ads, and at the same time bringing its product to public notice by public exhibitions of concentrated fruit

at its offices. Several lectures have been given at Tremont Temple to ladies, on "Fruit Products as Body Builders." A copy of Mr. Worrell's work on dietetics was presented to each lady present.

BEGINNING February 24, the Newark (N. J.) *Sunday News* will be published in order that the people of New Jersey may have served to them every day all the local, national and international news. For nearly twenty years a community of 300,000 people have had to live without a Sunday issue of the Newark *Evening News*; and it has been pretty hard on the community. "The time has been ripe," etc., for some time. The daily rates will apply upon Sunday orders for the present.

A MADISON (Wis.) special dispatch to the Philadelphia *Record* of Feb. 15 tells: Excessive hostility to judges by lawyers was condemned in a code of ethics adopted here yesterday by the State Bar Association. The provisions of the code urge attorneys to refrain from criticising the acts of judges. All lawyers are urged to refrain from laying legal defeats to incapacity or prejudice of the judge. Newspaper ads, circulars and business cards by attorneys are declared to be legitimate.

In a registered communication dated Augusta, Maine, February 11, 1901, Mr. E. W. Bassome, treasurer of the corporation, unequivocally states that: For over two years no monthly edition of Lane's List has reached so low a figure as 700,000 copies mailed. Mr. Bassome signs his statement with a pen and PRINTERS' INK sees no reason for doubting the absolute truth of the assertion. The editor of the American Newspaper Directory expresses surprise that the fact being as stated it has heretofore been so difficult to induce Mr. Bassome or anybody else in authority to say it and sign it.

SECRETARY HENRY F. WELLS, of the Henson Creek Lead Mines Company, 15 Court Square, Boston, has charge of its advertising. In the bulletin of the company, Mr. Wells says: "The Henson Creek Lead Mines Company will stick to its present forceful and truthful advertising, and I am willing to stake my reputation of over fifteen years' experience that this company has up to date actually raised more capital and made more friends than any company in existence whose advertising appeals only to the greediness, rather than as ours always has done—to the common sense."

THE merchants of Salem, Ohio, have organized under the name of the Merchants' Board of Trade for the purposes of trade extension. Their plan is to offer special inducements to the people of the surrounding country for from ten to twenty miles in each direction to come to Salem to trade, and, in order to get the people, they hold special sales on the 2d and 16th of every month, except when such dates come on Sunday, then it is on Monday following. For each sale they issue from 8,000 to 10,000 copies of an advertising dodger, and

distribute the same from house to house in the surrounding country.

An interesting decision as to what constitutes fraudulent representation by the publishers of an advertising medium, as to the extent of their circulation, was handed down by the Circuit Court yesterday in the suit of the McCall Company, publishers of the *Queen of Fashion*, a New York monthly, against J. M. Boyle, on an advertising contract. The reviewing court held the words printed in the letter head were no guaranty or warranty of the actual circulation of the journal, or that it amounted to a fraudulent representation, but that it was a mere "puffing" statement, on which Boyle was not authorized to rely. If he desired a guaranty of the circulation, he should have secured it on the contract. The evidence did not show, as Boyle claimed, that the words on the billhead were a part of the contract.—*Cincinnati (O.) Tribune*, Feb. 8.

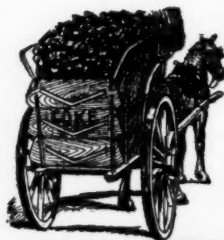
"*The Boston Traveler*," writes a Boston reporter of **PRINTERS' INK**, "is running on its woman's page a department headed 'Babs' Feminine Chats,' which contains various beauty hints, notes on matters of the feminine toilet, care of the hair, hands, etc. Theodore Metcalf & Co., prescription druggists, 39 Tremont street, have taken space right under this and head their announcement as follows: 'An inspection of the following article will show you that they answer all Babs' requirements.' Then follows a price list of articles for toilet use, etc., mentioned in the article preceding the ad. The price list each day follows out the suggestions given in the news matter, and it would seem that Babs submits a proof of her article to Messrs. Metcalf & Co. before it is

printed. Or perhaps the advertising manager of the firm is 'Babs' and grinds out the whole business, health article and all. Anyhow, it's a good idea, and is susceptible of any number of adaptations."

A DEFINITION.

Good advertising is really telling people what, and where, and who; telling them what a thing really is, where it may be had, and from whom. That is all there is of it. That is all there ever will be. There are many and varied ways of conveying this information, but when all is said, good advertising is this and nothing more. It is a simple, sensible, honest, needful thing. It is as much a part of the production of an article as is the article itself. It makes no difference how good a thing may be if it is a thousand miles away and there are no means of transportation. It is exactly as if that thing did not exist at all. Its production is not complete until it is placed within our reach, where we can see it, or hear it, or wear it, or eat it. If we have the transportation and have not the knowledge of its existence, its making and the transportation are of no value whatever. We are just as far from the enjoyment of that thing as if it did not exist. It is really not produced for us until advertising of some kind has told us about it.

Advertisements represent goods. The more accurately they represent them, the better advertisements they are. Advertising which misrepresents, either by exaggeration or by inadequacy, is bad advertising. The nearer an advertisement can get to the plain, naked truth, the more likely it is to be profitable.—*Shoe and Leather Facts*.



**\$3 for a
Big
Load of**

COKE

Why don't you burn coke instead of money? It's cheaper than coal and you save about it. You save in the beginning when you get a big load for \$5.00. You save in the end when you throw out the ash. There's no waste in the ash and not enough of it to keep the ashman busy.
To be had only in one-half and one-quarter loads if called for.
NATIONAL COKE AND COAL COMPANY, New York.
610 N. 10th Street. 602 W. 10th Street. 602 W. 4th Street.
Telephone—1017, 10th Street. 602, 10th Street. 602, 4th Street.

A REPUTATION FOR GOOD CLERKS.

A Davenport (Ia.) correspondent sends PRINTERS' INK the following interesting communication:

To get the reputation for having the best clerks in a city is worth striving for, but harder to get than the reputation for selling the best merchandise. The Boston Store of this city has made the best clerks a feature until it has gained recognition with almost every shopper in the three cities. It has brought many dollars to the Boston Store that would probably have gone elsewhere, and the writer becoming impressed with its value sought an interview with Mr. Henry Von Maur, secretary of the company, who said: "We believe that courteous treatment on the part of a mediocre salesman will sell more goods year in and year out than the best salesmanship will without it. It has been our constant aim to give our patrons the best clerk service obtainable, and we value our reputation on this point far above anything else. We discharge salespeople for discourtesy, but not for missing sales, and our clerks know that their positions are permanent as long as they are prompt and courteous in waiting on the trade. We have practiced showing goods by pleasant, well dressed salespeople ever since we have been in Davenport, and you can see the effect of it now in the remarkable growth of our business." When asked how they were able to secure the help that built up this reputation, Mr. Von Maur replied: "When we increase our force temporarily for the holidays or during one of our big sales we are careful to select the best of the applicants. We then drill them in our methods and the work they will be called upon to do. After they are put to work they are watched closely, and those that are specially prompt and courteous as well as giving evidence of developing ability in showing goods are retained permanently whether they are needed at the time or not. We have several girls now that we have no particular work for, which we retained from the extra holiday force, but will soon need them and they are here when we want them. This is the only way we can secure and hold the best clerks and maintain the reputation we have worked so hard for. We pay the best wages to clerks at the start of any store in the tricity and then train them to earn it."

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADS for the DAILY JOURNAL, Asbury Park, N. J. Circ'n \$3.157. Rate 7 cents an inch.

MORE than 300,000 copies of the morning edition of the World are sold in Greater New York every day. Wants any two other papers.

KEMOLINE removes grease, dirt, etc., from anything; sample 2c. Agents wanted; other goods. K. CHEMICAL CO., Box G, Fairland, Ind. Ter.

TYPE machinist operator, speed 5,000 an hour, salary \$21, permanent. Inexperienced men need not apply. MORNING TELEGRAPH, New London, Conn.

WANTED—An enterprising man to manage as his own a paper in his own town. Address, with reference and stamp, "BUSINESS ENTERPRISE," Norwalk, O.

WANTED—An artist to do newspaper work. Strong and sketchy. A boy will do if he knows enough. Address "EARNST WORKER," office of Printers' Ink, 10 Spruce St., New York.

EXPERIENCED mail order man desires position. Can systematize, develop and manage business. Familiar with medical propositions. Address "EXPERIENCE," care of Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

YOUNG MAN WANTED to learn illustrating, Bookkeeping, Adw-iting by mail. Tuition payable 60 days after a position is secured. Mention course in which you are interested. CORRESPONDENCE INSTITUTE OF AMERICA, Scranton, Pa.

WANTED—A first-class, thoroughly experienced advertiser. One who thoroughly understands the preparation of newspaper and magazine copy. Send samples of work and state salary expected. GOVE ADVERTISING AGENCY, Providence, R. I.

A D manager wanted who can buy a \$1,000 to \$3,000 interest in manufacturing corporation in New York City. Highest references given and required. Good salary. An exceptional opportunity for making money. Address "PERMANENT," care Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE (established May, '98) recommends competent editors, reporters and advertising men to publishers. No charge to employers; registration free; fair commission from successful candidates. Tel 659-2. 15 Cedar St., Springfield, Mass.

HAVE you small city daily or a trade paper not paying largely, yet with promising field? Do you want a manager or editor, capable, experienced, honest, sober, industrious, well educated printer and newspaper man, on moderate salary and percentage of profits? "NORTON," care Printers' Ink.

ADVERTISING manager, with experience in preparing all kinds of good advertising matter, desires position with large wholesale or retail advertiser, where ability and industry will be appreciated. Fully competent to take entire charge of advertising department; gilt-edged references. Address "HENRY," care Printers' Ink.

A N advertising manager, bright, capable, resourceful, whose sole aim is to get business and plenty of it, and whose work has brought results is open to permanent engagement. Now advertising manager of large concern, but not under contract. Address "BUSINESS GETTER," Printers' Ink.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

SPECIAL REPRESENTATIVES.

L A CCSTE and MAXWELL, 38 Park Row, New York, special representatives for leading daily newspapers.

ADVERTISING AGENTS.

D ON'T advertise for salesmen or agents until you get our lists of leading "want" ad papers. Sent free. HUNGERFORD & DARRELL ADV. AGENCY, Washington, D. C.

LETTER BROKERS.

I ETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK,
43 Ferguson Ave., Buffalo, N. Y.

PRINTERS.

LONG run printing—way below N. Y. prices.
M. P. GOULD CO., Bennett Bldg., N. Y.

PRINTERS' MACHINERY.

PRINTERS' modern machinery, new and re-
built. Type of the American Type Found-
ers manufacture. Quality, not price. The best
is none too good for you. CONNER, FENDLER
& CO., New York City.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the lat-
est edition of the AMERICAN NEWSPAPER DI-
RECTORY, issued Dec. 1, 1900. Price, five
dollars. Sent free on receipt of price. GEO. F.
ROWELL & CO., 10 Spruce St., New York.

COIN CARDS.

33 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

COIN cards at factory cost. Received by trade
95,000. Made my profit once. Will print your
adv. on all or part at cost. Write at once. L. R.
LINDLY, Anderson, Ind.

SIGNS, SHOW CARDS.

FOR Show Cards,
Window Display Signs,
Price Tickets, go to
BINGER,
705 Broadway, N. Y. City.
The only up to date show card house in the U. S.
The largest of its kind in the world.

COLLECTIONS.

DEBTS of any kind in Cook and Du Page Coun-
ties, Ill., promptly collected. FRANK LEH-
MANN, Justice of the Peace, Oak Park, Ill.

QUICK collection of accounts can be secured by
aid of Carl's series of seven rubber stamps,
mailed to any address in neat box, with full ex-
planation of their use; cushioned \$1.50, plain \$1.
CHAS. A. SWEETLAND, Box 338, St. Louis, Mo.

PRINTING INKS.

HUBER'S Printing Inks are cheapest because
they are THE BEST. They have a quality,
color and tone when printed that delights the
eye and soothes the pocketbook. Waste no time
with inks of alleged cheapness, but send a trial
order, no matter how small, to be convinced.
All colors, one quality—the best. Address

J. M. HUBER,
275 Water St., New York.
133 Pearl St., Boston.
337-339 Dearborn St., Chicago.
424 Sansom St., Philadelphia.

NEWSPAPER BROKER.

IT is a success.
This selling of Newspaper Businesses
For the owners.
Three years ago
I opened my offices here
For the exclusive sale of Publishing Property.
It works well.
My services are valued
By both seller and buyer.
It is no longer an experiment.
At great labor and expense,
I have acquired extensive facilities
And a vast fund of information
Which gives me great advantages.
Buyers and sellers of prominence
All over the country
Are seeking my services.
Sellers because I am in touch with buyers,
Buyers because they can get what they want
More surely through me.
I seek correspondence
With buyers of responsibility
And sellers who are frank.
EMERSON F. HARRIS, Broker in News-
paper Property, 150 Nassau St., N. Y.

EDITORIAL WRITER.

TIMELY editorials, all subjects. Write for
rates. H. L. GOODWIN, Malden Sta., Boston.

BUSINESS OPPORTUNITIES.

ADVERTISING solicitors make money with our
"specials." Particulars free. TRIBUNE
PRINTING CO., Room 4, Tribune Bldg., Louis-
ville, Ky.

IMPOSING STONES.

BEST quality Georgia marble imposing stones,
two inches thick, 50 cents square foot. Cash
with order. THE GEORGIA MARBLE FINISH-
ING WORKS, Canton, Ga.

NEWSPAPER MANAGERS.

SPECIAL offer to advertising m'g's daily news-
papers. One adv. m'g'r writes: "Your book
of 100 complete shoe ads has gotten our paper a
\$250.00 contract." Our book will help any ad
solicitor to secure a contract from some non-ad-
vertising shoe dealer in your town. Book sent,
post paid, to any newspaper for \$1.00. GEO. R.
SYFERT & CO., 48 South 9th St., Columbus, O.

ADDRESSING MACHINES.

WALLACE'S Addressing Machine. No type
used, more than 50 per cent saved over
handwriting. Addresses printed like typewriting
directly on wrappers. No labels to come off.
PRINTERS' INK uses it; so does Cosmopolitan
Mag., Butterick Pub. Co., C. E. Ellis Co., Popular
Fashions, A. D. Porter Co.
WALLACE & CO., 10 Warren St., New York.

ADDRESSES.

1,000 ADDRESSES bona fide tax payers
Christian County, Mo., \$1. C. E.
REID, Ozark, Mo.

250,000 FARMERS' names in Western
and Southern States. Newly
compiled and guaranteed correct. Will sell in
any quantity. AUTOMATIC ADDRESSING CO.,
330 W. Ninth Street, Cincinnati, O.

Printers' Ink Classified Ads Bring Results

Geo. F. Rowell & Co., New York, N. Y.

GENTLEMEN—Is there any part of the globe
that PRINTERS' INK does not reach? If so I
should be glad to know where it is. Some
months ago I inserted notice in PRINTERS' INK of
the publication of my new work on advertising:
"Nuggets." Among the multitude of responses
received I find orders from: Honolulu, Hawaiian
Islands; Sydney, New South Wales; London,
England; Redneth, England; Couper Angus,
Scotland; Johannesburg, South Africa; Pretoria,
South Africa; The Netherlands, Woodstock,
Ontario; St. Johns, New Brunswick, London,
Canada; Scrimsbill, Nova Scotia; Morecambe,
England; Zwolle, Holland; Melbourne, Australia,
Belfast, Ireland; and still they come all with the
same wording: "please send me copy of Nuggets
advertised in PRINTERS' INK." China is yet to be
heard from; but it will come and I presume
with the same information that they have seen
it advertised in PRINTERS' INK. With the ever
increasing and widening territory which your
journal is receiving, if present discoveries and
plans are developed, I expect to hear of our
neighboring planet Mars signaling for a copy of
PRINTERS' INK. Very truly, E. J. SALT, Advertis-
ing manager, F. & R. Lazarus Co., Columbus, Ohio.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet, samples, for stamp. H. KAHS, 240 E. 33d St., N.Y.

SUPPLIES.

GAUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 13 Spruce St., New York. Special prices to cash buyers.

CIGARS.

DIRECT from the factory. Genuine hand made, high-grade goods. Pleased customers everywhere. See what you'll save! **THE HAMILTON CIGAR CO.**, Lancaster, Pa.

JOBBERS and retailers, profit is yours. We make cigars—you smoke them; 50 cigars \$5, c. & d. Money back if you don't like them. **J. L. SOADY CIGAR CO.**, 9½ W. 26th St., New York.

HALF-TONES.

HALF-TONES, 1 col. \$1; 10c. per inch. Zines 4c. per in. Quality guaranteed. Samples. **NIAGARA ENG. CO.**, 507 Washington St., Buffalo, N.Y.

ALL our customers state and our new ones say they get better value and quicker service than ever before. Get our new book on "Value and Cost" and keep it by you. **THE STANDARD ENGRAVING CO.** (Incorporated), 7th and Chestnut Sts., PHILADELPHIA.

MAIL ORDER.

MAIL-ORDER papers, furnished printed complete, at low prices. **TRIBUNE PRINTING CO.**, Room 4, Tribune Bldg., Louisville, Ky.

M-O. MEN AND AGENTS—We have the article that will yield you \$15 on an investment of 15 cents. Everybody wants it. Sample sent for 10-cent stamp. Address

JOHN P. MASON P. CO.,
Hancock, Md.

SITUATION WANTED.

BY a compositor who can set and distribute from 2,500 to 3,500 ems per hour; no bad habits; never drinks, smokes or swears; first-class references from previous situations; can be depended on never to leave employer in the lurch; will work 24 hours per day, if necessary; will be entirely satisfied with wages prevailing in office of employer; will do twice as much work for double the pay; have had experience in offices of dailies, semi-weeklies and weeklies, in 22 States, and proudly refer to any of them. References and full particulars by addressing **SIMPLEX-ONE MAN TYPE SETTER**, care The Unitype Company, 150 Nassau Street, New York.

FOR SALE.

FOR sale cheap—Complete improved country Campbell printing press. Bed 26½x31. W31. **SUTDAIM**, 22 Union Sq., N.Y. City.

\$100 BUYS a complete bound file of **PRINTERS' INK** (32 volumes). Address "P. L. J." care **Printers' Ink**, 10 Spruce St., N.Y.

A. H. SMITH, newspaper broker, Earlville, Ill., has many good offices for sale and wants more. In writing, if a buyer, state resources and wants—if a seller give particulars.

FOR SALE—Cottrell rotary web perfecting press, in perfect order. Patent shifting tympan.

Three or fourfold newspaper folder. Will print 8,000 sheets per hour, 29x42½ inches. For further particulars address

"PUBLISHER,"
care **Printers' Ink**.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 5 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

PREMIUMS.

BOOM your circulation. Particulars free. **SOUTHERN ART COMPANY**, Room 4, Tribune Bldg., Louisville, Ky.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. **S. F. MYERS CO.**, 45-50½ Maiden Lane, N.Y.

OUR circulation building plans are used and approved by leading dailies, weeklies and monthlies of the country. Business managers and circulation managers should write at once for details of our latest plan and offer, as we take only one daily per city. Catalogue and particulars sent free. **THE DOMINION COMPANY**, Dept. D, Chicago.

NEWSPAPER BARGAINS.

\$1,000 BUYS quite a weekly and job business in Ohio. \$700 or more cash. I seldom have such an opportunity. **\$1,900** buys a good weekly proposition in Oregon. \$900 or more down. **\$2,800** buys a good Republican weekly in Ohio. Reasonable terms.

\$5,000 buys a splendid daily in Connecticut. A money making field. **\$5,000** cash required.

\$7,800 buys the controlling interest in a great Massachusetts proposition. Monthly 14,000, weekly 2,400 circulation. About \$4,000 cash required.

\$4,000 buys a reliable weekly in New York State, paying \$2,000 a year. \$2,500 cash required.

\$1,000 in the hands of a reliable newspaper man opens up a grand opportunity in New York State.

Those who have reliable properties for sale, and would be buyers of same, all connect with

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADVERTISING MEDIA.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

ADVERTISING agents serving their clients honestly, call up **TOILETTES**; estab. 1881.

SPECIAL PATHFINDER, Mar. 2, 50,000 proven. 10c. line flat. Address **PATHFINDER**, D. C.

40 WORDS, 5 times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

NVA OSTERN'S WEEKBLAD, Worcester, Mass. 1st class Swedish w'kly cir'lat'g in N.E. States.

THE LAKESIDE MAGAZINE, Elyria, O. First-class medium. Advertising agents wanted.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

THE HOME, 10,000 monthly, 5 cents an agate line, flat rate. Samples free. Tribune Bldg., Room 4, Louisville, Ky.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE BERKELEY NEWS, Holly Hill, S. C., is the official newspaper for Berkeley County. A good advertising medium.

A BONA FIDE cash-in-advance subscription list; none others taken. **THE BERKELEY NEWS**, Holly Hill, S. C., near Charleston.

ADVERTISERS reap the reward their business merits if they patronize **SOUTHERN FIELD AND FIRESIDE**, Ashwood, Ga. Write for rates.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. ad. line. Close 24th.

TROJAN'S NOTION, is unique and snappy; only 50c. year; read by good people. Try an ad; 15c. inch. **TROJAN'S NOTION**, Jonesboro, N. C.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

If you wish to reach the bottling trade of this country, advertise in the **AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

THE BERKELEY NEWS goes to 35 postoffices in Berkeley County, S. C. It is the only paper printed in the county. Address Holly Hill, S. C., near Charleston.

If you want to reach the people on the Eastern Shore of Maryland, advertise in the **EASTERN CHURCHMAN**, Salisbury, Md. Brings results. Editors the best homes. Read by the best people.

BRISTOL (Fla.) FREE PRESS is a country weekly with a circulation of 300 copies every week; published at Bristol, the county seat of Liberty County and in the center of a very fertile agricultural district.

ADVERTISE IN THE PASSAIC CO. PRESS, Passaic, N. J., which means 9 different weekly papers circulating in Passaic and Bergen Counties. Total circulation 3,600. Advertising rates \$1.50 per inch per month.

To reach the Deer Island people the **Stonington (Me.) PRESS** must be used. There is no substitute. Newspaper advertising will pay when placed in the **Press**, which is in touch with the people and reaches the home and fireside.

THE BEE pays advertisers: best local paper in Cherokee Nation. Contracts are made subject to three months' trial. Rates on application. Subscription price \$1; samples free.

THE BEE,
Fairland, Ind. Ter.

THE WALTON TRIBUNE, Monroe, Ga., is the handsomest country weekly, typographically, in Georgia. It is the leading paper of Walton, one of the wealthiest and best counties of Georgia. Its circulation of 1,350 covers the field and brings results to advertisers. Write for sample copies, rates and sworn circulation statement.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,406. **E. P. BOYLE**, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. **S. E. TRACY**, Notary Public in and for Harris County, Tex.

The best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the **DODGE COUNTY REPUBLICAN**, Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the **REPUBLICAN**. All home print. The **REPUBLICAN** carries more ads. at a higher rate, than any paper in Dodge County. For rates and samples address **B. A. SHAWVER**, publisher, Kasson, Minn.

A CIRCULATION Pointer. This is to certify, that for the four publication days in January, 1901, the aggregate mailed weight of the two weekly newspapers, entered at the San Angelo, Texas, postoffice, was 1,296 pounds, of which the **SAN ANGELO STANDARD** mailed 951 pounds. **J. G. MURPHY**, Proprietor **SAN ANGELO STANDARD**. Sworn and subscribed to before me this 14th day of February, 1901. **Felix Probenhardt**, Notary Public in and for Tom Green County, Texas.

THE BESSEMER WORKMAN is a Democratic weekly. Circulation 1,160, official organ of the city of Bessemer, population 8,718, the fifth largest city in the State. A live paper in a live community. Publishes all ordinances and reports of city administration. Has had a continuous and steady growth from its birth and is still growing. Its readers are buyers. Sample copies and advertising rates on application. **THE WORKMAN PUB. CO. (Inc.)**, Bessemer, Ala.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. **BURR MANUFACTURING CO.**, 614 Park Row Bldg., N.Y.

ADVERTISING NOVELTIES.

\$500 IN genuine Confederate money for only 25c. **CHAS. D. BARKER**, Atlanta, Ga.

BICYCLES and tricycle wagons. Factory to buyer. Write **ROADSTER SHOPS**, Camden, N.J.

FOR wood fan handles write **HANLON BROS. PAPER & MFG. CO.**, Barnesville, O. Prices right.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PERPETUAL calendar, vest pocket size. Aluminum, beautiful design, with ads in metal, photos, etc., to order. Finest ad novelty on earth. Sample, prices, etc., by mail 10c. **CALENDAR WATCH CO.**, Glasgow, Ky.

OUR Paperoid Card Cases "wear like leather." Five hundred, with your ad, \$6; one thousand, \$9. Less for more. Without ad, for printers and others, \$7.50 per thousand. Samples mailed. **FINK & SON**, 4th & Chestnut, Phila.

FOR job printers—Twelve advertising plans, every one a proposition that will pull work in the most obstinate cases. Absolutely effective at any time, in any place, with any class of trade. Have doubled my business. Original, attractive, inexpensive. I have made a thorough study of printers' advertising from practical printers' position, and what has built up my position will build up yours. Send \$1 for set of 12 ideas. **F. E. MOYNAHAN**, Mirror Press, Danvers, Mass.

ADVERTISEMENTS CONSTRUCTORS.

W. M. WOODHOUSE, JR., Trenton, N. J., writes advertising that brings results.

RETAILERS, add a mail order department. **GEO. R. CRAW**, Box 502, Cincinnati, O.

JED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.

MELVILLE E. TILUX, Hartford, Conn., writer, illustrator, printer. Fine booklets specially.

A n original advertisement for any business for \$1. Cash with order. **FRANK B. WILSON**, Kenton, O.

I t pays you to pay me. I prepare ads, booklets, etc. Rates reasonable, references right. **J. W. SCHWARTZ**, Room 905, Beckman St., N. Y.

MY services cost \$4 a month, one ad a week. Copy for 4-page booklet \$4; advice any bus. subject \$15; 4 trial ads \$2. My booklet for stamp. **H. B. WILBER**, Times, Pittsburg, Pa.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the plucky pointed, practical kind, and are profitable at the price. "**JACK THE JINGLER**," 10 Spruce St., N.Y.

I DESIGN all kinds of advertising. My two-inch mortised cuts are unique and catchy. Save your space and give best results. Write me what you want. **C. H. PERKINS**, 33 Globe Building, Boston, Mass.

I AM CHUNING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. **SNYDER & JOHNSON**, Advertising Writers and Agents, Woman's Temple, Chicago.

I AM AGAIN IN THE FIELD to plan, write and illustrate high-class advertising matter of every description.


As advertising manager of the **National Cash Register Co.** of Dayton, Ohio, for the past two years, I have added to a former wide experience in advertising.

I want to correspond with business men who desire assistance in any part of their advertising plans.

My charges are moderate. I want orders large or small.

WOLSTAN DIXEY.

109 Salem Avenue, Dayton, Ohio.



Printing a neat Booklet

to go within every letter that leaves an office or store—printing such a booklet just as it ought to be printed—is one of the favorite jobs of the Printers' Ink Press. It is something to know how to bring out a neat, tasty job that will command attention, perhaps, from its very simplicity. Firms that use booklets or leaflets of 8, 12, 16 or more pages are invited to correspond with us—we are prepared to print from their own copy or to write the copy to their order and approval. The prices are right—generally not very much higher than ordinary printing costs elsewhere. Call or write to

Printers' Ink 
Press 10 Spruce St., New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES.

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 27, 1901.

SOME people fear publicity a good deal more than their own conscience. Good advertisers are afraid of neither.

"KEEPING one's name before the public" is a part of advertising, but telling the public why that name is kept before it is generally a more valuable part.

TOM MURRAY, 130-132 Jackson Boulevard, Chicago, Ill., dealer in furnishing goods, prefaces a striking ad with the following: "Murray has never been blessed with any children, but he has 'kids' just the same, and, strange to say, they are for sale."

KAERCHER'S, of Pittsburg, Pa., in advertising Maydole's hammers, do so by reprinting from James Parton's "Captains of Industry" a booklet sketch of David Maydole, to whom most of the present good points of hammers are said to be due. It makes an interesting and convincing advertisement.

MR. LUM SMITH, of the Men of Letters concern, reports that a Philadelphia customer rented a batch of letters from him and subsequently sublet the letters to others. Mr. Smith contends that such action was a distinct violation of confidence; that the letters belong to the owner, and that the person renting them does so with the understanding, whether expressed or not, that such rental is for his own use.

MR. LEO K. FESLER, the postmaster at Rogers, Ark., presents the following interesting view of where Mr. Harmsworth found the germ of his ideas on "tabloid journalism":

I believe that Harmsworth's ideas on "Tabloid Journalism in Newspapers" have been brightened up considerably by keeping in touch with PRINTERS' INK. I never saw an editor get so much solid, meaty matter in a small publication as you so neatly and intelligently present weekly in PRINTERS' INK.

THE latest "PRINTERS' INK baby" saw the light in February, 1901, and was called *Mail Order Advertising* by its editor and publisher, Mr. A. H. Kraus, of 409 Chestnut street, Milwaukee, Wis., who charges fifty cents a year for twelve monthly visits. It claims to aim to tell the small mail order man how to start in selling goods by post, and gives much advice that has perhaps been given very often before.

THE Kansas City (Mo.) *World* explains as follows how advertisers may charge lower prices and still make larger profits in the aggregate than non-advertisers:

A lower percentage of profit is quite satisfactory, providing the volume of business is sufficiently enlarged. For instance, a manufacturer who must exact a 10 per cent profit when his sales aggregate but \$10,000 a year would be delighted to sell \$100,000 worth of goods on a 5 per cent margin. He would, after cutting down his rate of profit one-half, realize \$5,000, as against \$1,000. And yet every customer would get the benefit of "5 per cent off."

EDWARD MILLER & Co., manufacturers of the "Electrolite" acetylene table lamp, of Meriden, Conn., send out a neat booklet explaining the merits of the "Electrolite." The booklet is accompanied by a personal letter that explains the advertising scheme. The addressee is to prevail upon some prominent dealer to send for one sample Electrolite and exhibit it prominently. When twelve Electrolites are sold the manufacturers will send one free and prepaid to the addressee through whom the sales were promoted. The firm stands back of the dealer and guarantees that his jobber will take the article back if the plan does not work.

THE advertisements reproduced in PRINTERS' INK's columns without comment are put there because they contain peculiarities of expression or display which make it desirable that the Little Schoolmaster's pupils should see them. These peculiarities do not necessarily make the reproduced announcements good ones—they simply put them somewhat out of the common run.

THE advertising of Dr. Miles Pain Pills, as given to the country press, is slightly novel. A reading notice, imitating the record of "personals" and so titled, names nine or ten persons in different parts of the country who have recovered from illnesses by taking the Pain Pills. The following items are samples of these "personals":

Mr. E. P. Green has recovered from an attack of the grip at Canaseroga, N. Y., by the use of Dr. Miles' Pain Pills.

W. E. Nihells, of St. Louis, Mo., who was down with grip, is reported much improved. He used Dr. Miles' Nervine and Pills.

Prosecuting Attorney C. L. De Waele, who has passed the threescore milestone, had a time with the grip, but when seen at his home, Roscommon, Mich., the other day, he said Dr. Miles' Nervine cured him.

It looks as though Mr. Gibson, who runs the Sphinx Club and the *Evening Telegram*, had made a "ten strike" in his inauguration of the exchange department of the *Telegram*. It began January 21 with twenty advertisements and the number has constantly increased until in the issue of February 19 there were four hundred and seventy separate advertisements, occupying nearly nine columns, and giving the *Telegram* that appearance of prosperity which always goes with a solid page of small advertisements. The interest in the swap department must also bring many buyers for the *Telegram*. Mr. Gibson's scheme is already attracting the attention of imitators, having been appropriated in a small way by the *New York Journal*, the *Philadelphia Enquirer* and several other dailies. Of course, if its success continues, every daily will have such a department within a few weeks.

WORDS which the readers cannot understand should not be expected to convince them.

MR. E. A. LUDWIGS, optician, of Lexington, Mo., tells his home paper the following reasons for advertising in the newspapers:

I advertise in the newspapers because I am not ashamed of my goods, my work, and to let people know what I've got.

Because I cater to the intelligent class and they read the papers, and I believe in increasing my business.

Because I can talk to more people through the newspapers at a greater distance in less time and at a more reasonable price than in any other way.

Because my newspaper advertisements have brought me greater returns for the least expenditure of any advertising I have done.

Because when I write an ad I am not too stingy to pay for placing it in the best possible space and to have it inserted so it is attractive, then it is seen and read by most every one in the house where the paper goes.

One of PRINTERS' INK's pupils who saw the Ludwigs ads said they "could be called good if their usefulness and dignity were not impaired by the use of ridiculous cuts that have no place in a subject so important as eye treatment."

REPRESENTATIVE JONES, of Chicago, introduced in the Illinois legislature on Feb. 15 a bill to prohibit indecent advertisements. Among other things the bill makes it unlawful for "any person or agent of any theater, side-show, circus, firm or corporation, museum, theatrical troupe of actors, dancers or male or female performers to post in any street, alley, avenue or public highway any theatrical bill or any other bill on which are the pictures of male or female forms of performers or other persons in a nude or semi-nude state, whether in tights or other thin garments, so as to expose the body in an offensive and objectionable manner in order to attract the attention or excite the curiosity of any person or persons to attend a performance. Any one guilty of violation may be punished by a fine of not less than \$50 or more than \$300 and be imprisoned in the county jail not less than one month nor more than twelve months or both."

THE Philadelphia *Press* of Feb. 9 tells the following interesting "story" of how the government has found advertising useful:

Admiral Sumner, commandant of the Navy Yard, admitted yesterday that it pays to advertise. As proof he showed the long list of recruits he has secured during the short time he has been in charge of the local naval station. Some time ago those who sought to enlist at League Island were very few. The increase in the number of ships in service made it necessary to get sailors. In desperation the naval officers turned to "want ads." They advertised in newspapers and street cars, with the result that the trolley line that runs to the navy yard has almost quadrupled its earnings. The applicants have grown so numerous that the medical examiners find it possible to be more strict. Eight out of ten was the usual average of enlistments formerly. Now it is about two out of ten, which means that the men who are entering the navy are of a higher grade than formerly. Many letters have been received from the West asking for particulars regarding the enlistment.

THE New York *Times* asserts that the sales of the New York *Times* in New York City exceed those of any other morning or evening paper, the *World* or *Journal* excepted. The *Times* refrains from telling what number of copies constitute its circulation, but among the other New York dailies is the *Evening Telegram*, which for a year past has put forth an average issue of 127,401 copies. It would appear, therefore, that the average issue of the New York *Times* for a year past has exceeded 127,401 copies. Mr. F. James Gibson, advertising manager of the *Telegram*, commenting on this claim of the *Times*, says:

As a matter of fact the *Evening Telegram* has a much larger circulation in New York City than the New York *Times* has or ever had in its palmiest days. There is this difference between the *Times* and the *Telegram*: The *Times* seems to be afraid to tell exactly what its circulation figures are, while the *Telegram* is not.

Mr. Ochs, of the *Times*, is not, however, alone in his position when he refuses to tell how many copies he prints. The *Telegram* belongs to James Gordon Bennett; so does the New York *Herald*. We know how many *Telegrams* are printed, but we do not know any more about the output of the *Herald* than we do about that of the *Times*.

ABOUT three years ago, Mr. Ochs, publisher of the New York *Times*, began to print on each Saturday a special supplement filled with interesting items about books and magazines and kindred topics of interest to people who read.

Mr. Ochs, had come from the South, eager, ambitious and determined to succeed in an undertaking of no small magnitude, but unwilling to sacrifice ideals which had become traditions in that particular newspaper office. Most important, was the quick public approval of a move in the right direction. Not only has the Saturday supplement of the *Times* become a serious and worthy factor in journalism, but every daily journal in New York, and nearly every one in the country, now has a well-conducted literary department.—*Harper's Weekly*, New York City.

The impression in New York is very strong that Mr. Ochs has made the New York *Times* a success.

THE Fremont Publishing Company, of Fremont, Ohio, publishes a book by A. E. Rice, at ten dollars a copy, called "Practical Bank Advertising." It contains 750 pages, and gives a wealth of matter. The first department is devoted to a discussion of the underlying principles of advertising, and to some of the methods sometimes employed by banks, such, for instance, as the giving of "pay envelopes" to business houses having a large number. Then follows a department called "Tips and Topics," which resembles the pages called "Bright Sayings," which appear occasionally in *PRINTERS' INK*. These "Tips and Topics" are divided into those appropriate for all banks, those useful for city banks, saving banks, trust companies, safe deposit companies, foreign banks and investment companies respectively. A page is devoted to styles of type, another to popular borders, and half a dozen to "how to mark and read proof." The remainder of the book is given up to display advertisements, classified under the same headings as were used under the "Tips and Topics" department. To a bank thinking of starting an advertising campaign, the volume will be found useful; and even a professional advertiser may absorb ideas from it should he have a bank for a client and find himself just on that occasion devoid of ideas.

GUARANTEED CIRCULATION RATINGS.

From 1888 to 1896, inclusive, a period of nine years, the accuracy of circulation ratings in the American Newspaper Directory was

EVENING BULLETIN, every evening except Sunday; republican; eight pages 15x22; subscription \$5; established 1847; The Bulletin Co., proprietors; William L. McLean, publisher. Office, 612 Chestnut street.

Circulation: Accorded F from 1891 to 1895.

Actual average for 1895, 33,625; for 1897, 39,251; for 1898, 113,973; for 1899, 112,970; for a year ending with September, 1900, 123,282.

The absolute correctness of the latest circulation rating accorded the Evening Bulletin is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



guaranteed by its publishers and a reward of \$100 was paid to the first person who proved that a circulation rating, in actual figures based upon a statement received from its publisher, was not true as given. This system of guarantee was discontinued in 1897, after between three and four thousand dollars had

been paid out in forfeits, because nine years of experiment had made it plain that newspaper publishers were not disposed to countenance the Directory in its efforts and were positively opposed to them. Even those newspaper men who sent in figures that were guaranteed appeared as a general thing to feel as though freed from a nightmare after the guaranty was withdrawn. On the other hand, however, there has since appeared a class of publishers (small in number) who have expressed a desire for the resumption of the guaranty system, and their willingness to assume a share of the burden it entails. After due consideration of the applications of these, the editor of the Directory has renewed the guaranty, and attached a distinguishing mark and a guaranty clause in the case of every circulation rating based upon a satisfactory statement, provided the said statement is accompanied by a deposit of one hundred dollars in actual cash, to be held indefinitely by the Directory publisher—the guaranty to be continued year after year, so long as it is desired, or until the correctness of the rating has been successfully assailed. The publishers of the American Newspaper Directory have often expressed the opinion that not one newspaper man in the United States could be found who would for one moment hesitate to kill the American Newspaper Directory if he had the power and could exercise it in the dark. The position of the Directory publishers on this point has, however, been somewhat shaken of late by receiving several responses to the guaranty offer made to papers accorded a circulation rating in actual figures in the Directory. These responses are equivalent to subscriptions sustaining the work of the Directory, and indicate a change of attitude on the part of some (a very few) of the leading papers of the country. It is gratifying to note that, after thirty-three years of effort to aid honest newspapers and discourage the circulation liar, the Directory publishers are, in the fourth decade of their work, actually receiving some substantial encouragement and aid (however small) from men who conduct the best class of newspapers and make a practice of letting their actual issues be known. Correspondence on this subject may be addressed to GEO. P. ROWELL & Co., Publishers of the American Newspaper Directory, No. 10 Spruce St., New York.

THE best school for adwriters is the school of practical business life.

THE Gueydan (La.) *News* of recent date contains the following interesting advertisement:

Ye city folks, ye Crowley hustlers, ye Lake Charles pine men, ye Beaumont gushers, all ye who come to Gueydan to slay ducks—all ye who go to the marsh south of town and throw away valuable time rubber-necking for ducks while in cold water above your knees—ye who sneak back to town and feel like selling out for thirty cents—we say to ye: Do not feel discouraged. Come right over to our place, where we always have on hand a nice lot of ready killed ducks, tied in pairs, at reasonable prices. Buy a good supply and then go face your wife and friends like men.

CHAUVIN & THERIOT.

ADVERTISING men are in the habit of saying that the present yearly investment in advertising in the United States, is not less than two hundred million dollars. This is probably only somebody's guess, but the general impression is that it is not an over-estimate. PRINTERS' INK very much doubts whether the total receipts for advertising in all America, in the year 1800, amounted to so much as one-twentieth of one per cent, that is, to so much as one hundred thousand dollars. It is a question if the thirty odd papers living in 1776 received as much as an average gross income of a dollar a day each from advertising sources, say ten thousand dollars in the year for all. A look at the papers of that time makes such an estimate seem liberal almost to the extent of being grotesque. To get an idea of how recent the wonderful growth has been, look at some magazine carrying a hundred pages at \$500 each for every insertion and selling the back cover for \$24,000 a year, or at that wonderful monthly journal in Philadelphia which gets \$48,000 a year for its last page, and which, in spite of being more than particular about the character of its advertisements, omits hundreds of lines of acceptable announcements from nearly every issue for want of room, although the disappointed applicants stand ready to pay \$6 for every fourteenth of an inch of the column length.

It is barely possible that the English language is better adapted for advertisements than any other. A correspondent tells PRINTERS' INK that it jars on the nerves when one reads the crude, coarse translations of the Wanamaker and other ads in the German papers. The fact is perhaps that a too literal translation of the English original brings the criticised results. In translating ads, or anything else, for that matter, into another language, the train of thoughts should be in that language, although the same facts are related or described.

THE new postal code, which is now before Congress, contains a new feature which will require all weekly periodicals to pay from one to two cents postage on every copy delivered through the mails to a subscriber living in the city in which the periodical is published. If this change is made, it will mean that every weekly will be required to pay 52 cents or \$1.04 per year for delivery to each subscriber in New York City, while paying but a small fraction of that amount for delivery in any other part of the United States or Canada. This additional sum would entirely wipe out the margin of profit on most weeklies. A provision of this sort has long been in force in regard to monthly periodicals. On what principle of equity such a provision is founded, it is not easy to understand. It certainly can not be upon the principle that the cost should be in proportion to the amount of service, for the delivery of a paper three thousand miles from the place of publication involves more labor than the delivery in the place of publication. Certainly the character of the weekly journals of the country calls for no repressive measure of this kind, for most of them—nearly all that would be affected by such a measure—are of a distinctly educative character. Most of the religious journals are published weekly, and a large number of the trade journals, also, which are doing so much to place the United States in the front rank commercially and financially.

SOME SPECIAL ISSUES OF
PRINTERS' INK.*Wednesday, March 6.*
RETAIL CLOTHIERS.

It is the practice among the large manufacturing clothiers nowadays to employ an experienced advertisement writer for the express purpose of furnishing their customers practical advice and hints on advertising. The Twentieth Century Woolen Co., of Chicago, go so far as to send a letter to their customers who ask for advice giving the information desired, and suggesting that they subscribe to PRINTERS' INK, the Little Schoolmaster in the art of advertising. For the purpose of increasing the subscription list of PRINTERS' INK among this very desirable class of business men, we have secured a list of all the retail clothiers in the United States, 14,113 in all, and it is our intention to send a sample copy of PRINTERS' INK, issue of March 13, to every retail clothier.

This sample copy edition should be a very valuable issue in which to advertise such articles as would interest the retail merchants, for instance, the maker of booklets and advertising novelties, signs, catalogues, adwriters, etc.

Order and copy must be in hand not later than Wednesday, Mar. 6.

Wednesday, March 20.
NEWSPAPERS.

For the purpose of securing advertising and subscriptions from newspapers, also securing the cooperation of newspaper publishers in extending the subscription list and the influence of PRINTERS' INK among their patrons who are advertising to a limited extent but might advertise more, it is the intention to send a sample copy of PRINTERS' INK, issue of March 27, to every newspaper and periodical in the United States and Canada, as catalogued in the American Newspaper Directory.

Every newspaper office in the country, 21,739 in all, will receive a copy of this issue.

Advertisers and supply men, especially dealers in paper, printing inks, photo-engraving, half-tones,

advertising novelties, electrotypes, stereotypers, type foundries, printing presses, typesetting machines, metal and printers' furniture, as well as office supplies and furniture, will do well to take advantage of the advertising opportunity that this edition will give them in introducing their goods and making new customers among newspaper men.

Order and copy must be in hand by Wednesday, March 20.

Wednesday, April 3.
SCHOOLS.

This edition of PRINTERS' INK will be sent to all the schools catalogued in the American School Directory, which includes: 1st, Academies; 2d, Female Seminaries; 3d, Normal Schools; 4th, Business Colleges; 5th, Schools of Science; 6th, Schools of Theology; 7th, Schools of Law; 8th, Schools of Medicine—Regular, Eclectic, Homeopathic, Post-Graduate; 9th, Schools of Pharmacy; 10th, Schools of Dentistry; 11th, Normal Training Schools. The edition necessary to supply these sample copies will exceed 16,000 sample copies.

Educational institutions are general advertisers, for advertising is an important item in the expenses of a successful school. School advertising receives a good deal of attention and is placed with care in the good papers and magazines.

A good many school managers are subscribers to PRINTERS' INK now, but for the purpose of increasing the subscription list of PRINTERS' INK among this class of people and securing many of them for a year's tuition in advertising as taught by PRINTERS' INK, it is the purpose to send a sample copy of PRINTERS' INK, issue of April 10, to every institution catalogued in the American School Directory.

Papers which are valuable mediums in which to advertise a school, and those papers which make special rates for school advertising, will do well to advertise their merits and value, just as strongly as they know how, in this special edition of PRINTERS' INK. Advertising in this issue of PRINTERS' INK will bring the paper or magazine

advertised to the attention of all school managers. The edition will be in the hands of these people at the most favorable time of the year to influence their business—just before they make their contracts and decide which mediums to use.

Order and copy must be in our office not later than Wednesday, April 3.

Wednesday, April 17.

HOTELS; SUMMER RESORTS.

Every hotel proprietor is an advertiser to some extent. He is anxious to advertise, and shows it by sometimes using every scheme that is proposed, good or bad. There is no reason why newspaper publishers should not be able to convince every hotel and summer resort proprietor that advertising in newspapers is the most profitable kind of advertising.

For the purpose of interesting every hotel and summer resort proprietor in modern advertising methods as taught by PRINTERS' INK, the Little Schoolmaster in the art of advertising, as well as securing their subscriptions, it is the purpose to send a sample copy of PRINTERS' INK, of the issue of Wednesday, April 24, to all the hotels and summer resorts in the United States and Canada, as catalogued in the Official Hotel Red Book and Directory. The Hotel Red Book gives the names and addresses of more than nineteen thousand hotels and summer resorts.

Newspapers that desire hotel and summer resort advertising, and those that maintain information bureaus for travelers—those that make special rates for this class of business—will do well to take advantage of the opportunity this edition will give them in presenting the value of their medium, and their inducements, to all the hotel and summer resort proprietors of the country.

This sample copy edition will be timely, inasmuch as the paper will reach the proprietors just before they make their contracts and decide on the plans to influence the tourist and vacation traveler. The right sort of an advertise-

ment will secure their advertising contracts.

A page in this edition will cost a good deal less than a circular from your own office. The paper will not be thrown away, and, therefore, your announcement will do more effective work, have a bigger influence and bring better results.

Order and copy for this edition must be in our office by Wednesday, April 17.

Advertising rates: One page, \$100; half page, \$50; quarter page, \$25. There will be no extra charge for space in these special editions.

PURVEYORS OF NAMES.

WHITEWATER, Wis., Feb. 12, 1901.

Editor of PRINTERS' INK:

Am referred to you by *Dry Goods Reporter*, of Chicago. I would like the address of a firm or firms having a list of names for sale. A reply on inclosed postal will oblige. Thanking you in advance, I am, Yours very truly,

W. H. PRATT.

PRINTERS' INK's list of people having addresses for sale contains the names herewith:

American Addressing and Mailing Company, 56 Warren street, New York; H. K. White, 127 East 23d street, New York; S. M. Bowles, Woodford City, Vermont; Edgar R. Rogers, P. O. Box 374, Southbridge, Massachusetts, classified wholesale millinery directories; Men of Letters, 553 Greenwich street, New York; L. G. Warford, 49 West 28th street, New York; Dan Publishing Company, 24 West 22d street, New York, mailing lists; Philip C. Kullman, 23 Duane street, New York; Rapid Addressing Machine Company, 79 Dearborn street, Chicago, Illinois; Western Special Advertising Company, 305 Boyce Building, Chicago, Illinois; Trave Circular Addressing Company, 125 Clark street, Chicago, Illinois; Boyd's Dispatch, 16 Beekman street, New York; Frank R. Carter, 12 East 42d street, New York; Trow Directory Company, 21 University Place, New York; National Address Company, 1515 Market street, Wheeling, West Virginia; Chicago Addressing Company, 40 Dearborn street, Chicago, Illinois; Howe Addressing Company, Philadelphia, Pennsylvania; Rapid Addressing Machine Company, 314 Broadway, New York.

The man who is wise in his day and generation regards his advertising appropriation as he would sown seed. The more attention he gives it, the better the harvest. And in neither case do results come immediately. Time is the harvester, and the frosts of inattention have killed many a publicity crop.—*Good Advertising, Chicago.*

A Plea for Honest Circulation Reports.

OFFICE OF
HORACE J. STEVENS,

ASSISTANT COMMISSIONER MINERAL
STATISTICS, STATE OF MICHIGAN.

MANAGER PENINSULAR NEWS BUREAU.

PUBLISHER "THE COPPER HANDBOOK."

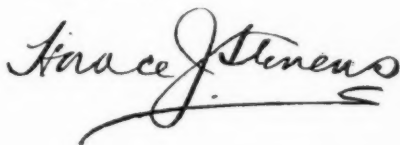
HOUGHTON, MICH., FEB. 12, 1901.

Editor PRINTERS' INK, *New York, N. Y.*:

DEAR SIR—Having been on both sides of the fence as both a seller and a buyer of newspaper space, I write to express my strong approval of the stand taken by PRINTERS' INK for definite circulation rating and the delivery of a definite circulation. The value of an advertisement is made up of many elements—the value of the goods offered, timeliness, location, the wording of the advertisement itself and circulation; the latter commodity is of two parts, quantity and quality. For the advertisement of a new book, the *New York Evening Post*, with its twenty-odd thousand circulation is probably more valuable than the *World* or *Journal*, with their hundreds of thousands. It seems to me that the average advertiser should be given credit for possessing sufficient discrimination to judge of the quality of the circulation—the publication itself will reveal this—but as to quantity, unless given definite assurance from the publisher—the purchaser of space is necessarily much in the dark.

I believe that honest dealing is just as successful in the publishing business as in any other line, and that, other things being equal, the newspaper publisher who tells the exact truth regarding his circulation, and scrupulously adheres to both the letter and the spirit of every contract, will fare the best. As an illustration, I inclose a blank advertising contract for the *Copper Handbook*, a volume on copper and copper mines, which I have just issued. As you will note, all advertising is made payable only upon production of proof satisfactory to the advertiser that not less than 5,000 copies of the work were printed and bound. Inasmuch as I promised a circulation of 5,000, it seems to me only fair that I should make such promise a portion of the contract, and I am pleased to be able to state that my ideas regarding this subject of definite circulation have been fully borne out by the results, there having been upwards of \$2,500 worth of advertising secured for the book before its publication. This would be a small sum to a large daily newspaper or a magazine, but it is a fine showing for a book, and especially for the first issue. I ascribe much of the success met with in securing advertising to making absolutely definite promises as to the edition and circulation, and adhering rigidly to all promises. I remain,

Very truly,



ADVERTISING CORSETS.

TEMPLE CORSET PARLORS,
No. 7 Temple Place,
BOSTON, Feb. 12, 1901.

Editor of PRINTERS' INK:

I wish you would tell me how to advertise a corset parlor business, where we carry a good stock, and make a specialty of expert fitting, and make custom corsets, i.e., the "Temple Corsets," which contain certain features not found in all other corsets.



I have advertised in the Boston *Transcript* every season for five years. I have come to the conclusion that the women

who buy corsets of my grade—from \$1.25 to \$18.00 per pair—are not readers of ads. If they see them at all they are not impressed by them. I have not the means to afford big broadside ads. I have only one thing—corsets—to sell, and in a small (comparatively) place on the third floor (elevator) in the heart of Boston. Advertising agents are always sanguine, and would swamp me. I have tried Pettinill & Co. for a season. I have had no success or results that even hint at the results set forth by Mr. F. A. Stuart, of Marshall, Mich., who is reported in your magazine to have practically made over a million dollars in six years. My business is local. My candid opinion at this writing is that (with the exception of bargain hunters) not one-tenth of one per cent, and I am inclined to say one-fiftieth, of women readers ever see a modest sized ad in their newspaper, advertising regular goods. They may keep track of the big ads of the big stores. They skim the paper through hurriedly, looking at headings and paying no attention to ads.

The *Ladies' Home Journal*, *Designer* and some others carry ads of manufacturers working for national reputation, but how to do effective advertising with only a small sum of money and get the women into my parlors I wish you could tell me.

I do a fine grade of work. Our fitting is equal to the most skillful done in Paris. We fix over every corset we sell, so that it fits the wearer perfectly. No one in Boston goes to the extent and does the perfect work that we do.

My business has been going five years and is still small. I must double it, yes quadruple it, and I want to get headed that way quick, too.

Of course the tendency of the times is for the big stores to swallow up the trade that otherwise would come to a specialty store like mine, even if we do serve the ladies better.

I want to either be in it, or out of it. I have thought that nice announcements and circulars addressed to the ladies did more direct work than newspapers. A newspaper may have 25 to 30,000 circulation, but out of that a comparatively small proportion is women,

and they do not seem to read ads. How could I get at the women so, for instance, I could increase my trade this spring? I have the goods—nobody in Boston could receive higher praise from their customers than we. I want to build up a good big corset business, if it is possible, then gradually work into manufacturing. I know how to make corsets. Can you give me any help in this matter? Address me at Newton, Mass. Your kindness will be appreciated. Truly yours,

F. W. RUGGLES.

Women do read advertisements. There are few things better than corsets to make money out of. Your parlors are located all right provided the halls and the elevator are cared for. In your letter you have the wording of a good advertisement. We reproduce it bodily:

CORSETS.—I do a fine grade of work. Our fitting is equal to the most skillful done in Paris. We fix over every corset we sell so that it fits the wearer perfectly. No one in Boston goes to the extent and does the perfect work that we do. Temple Corset Parlors, 7 Temple Place. Take elevator.

Put this advertisement in the *Transcript*, *Globe* and *Herald*, set solid. Let it appear daily till forbid. If it doesn't pay, send a tactful woman to interview the best of your customers and find out what the trouble is. It will be found in the corset or the manner of receiving and attending to the ladies who call. If your work is as good as you say it is the advertisement printed above will make your fortune in five years.—EDITOR PRINTERS' INK.

A lady who is authority on such matters, having read the above, said promptly: "If that trademark is a picture of the Temple Corset it will not sell, for the women don't want it. A corset today must be a straight front corset—French or other."

WHEN SUCCESS IS FAST.

When advertising succeeds right from the start the secret is usually novelty. Figure out the problem of any such immediate success and you will find something new—a new article, a new scale of prices, a new mode of selling, a new style or scheme of advertising, something or other that sets people thinking because they haven't seen it before. The innovation is usually the article itself, for it is difficult to get the sluggish masses to show much interest on short notice in something they have known for years. Then it is pegging away which tells.—Geo. Batten's *Wedge*.

HAVING FUN.

One Andrew Gilhooly, an eminent lawyer, having offices in Temple Court Building, 5 Beekman street, recently sent out letters to publishers as follows: New York, February 16, 1901.—On behalf of a number of publishers of periodicals and books I respectfully call your attention to the inclosed copy of a bill recently introduced in the Assembly by Hon. Wauhope Lynn, of this city, and referred to the committee on public health. The bill, you will observe, provides that "books, newspapers or serial literature shall not be published in type smaller than eight point" (brevier), leaded with two point (6-topica) leads. The only exceptions are works of reference, indexes and footnotes. Advertisements as well as reading matter are included, and must be set in eight point (brevier), leaded as above. The matter contained in one inch (14 lines) of solid agate makes, when set in leaded brevier, 41 agate lines of space. Hence, the publisher of a periodical published in the State of New York would be compelled to give to an advertiser 41 agate lines of space at the price of 14 lines. Electrotypes of advertisements set in type smaller than leaded brevier would be prohibited altogether. Under such a measure the entire periodical press and a large portion of the book publishing business would be driven out of the State, as it would be unable to compete with publications issued from other States. Plates of books, even though set in long primer or small pica, unless the same was leaded, would be valueless.

Out in Kansas, in the early days, the cowboys when they visited the town cultivated a habit of shooting close to the citizens, "just to see 'em jump." Legislators are, in their tastes, very much like these early plainmen. The number of fool bills that are concocted is enormous. Jumping did not help the stout citizen of Emporia, and it is not probable that Mr. Hearst or Mr. Pulitzer will get very much excited over the bill which so alarms Mr. Gilhooly.

ON SAYING SMART THINGS.

How many advertisers ever stop to consider what advertising really is? It isn't saying smart things, or funny things. It isn't remembering an apt or a wise saying and philosophizing on it. All these things are very well in their way. Men, and women too, make their living by that sort of work. But will that sort of work sell goods? Will a funny story tell people that your bargain counters, or just your ordinary every-day shelves, are full of the very things they are in need of, and at the lowest market prices? Will a wise bit of philosophy make people call to see the goods that you mention incidentally in connection with the wise or witty thing you have said?—*National Printer-Journalist.*

IS IT ILLEGAL?

The proprietor of a certain dyspepsia remedy adopted a practice of putting in every alternate package a small rhinestone that was a pretty close imitation of a diamond. It was wrapped in a piece of tissue paper and no comment or explanation accompanied it. But when the patient or consumer of the medicine came upon the brilliant little crystal it invariably aroused interest and made conversation until it had been ascertained by consulting the jeweler that the stone did not, in fact, possess any very great money value. So much interest was awakened and the opinion of experts so varied as to whether the stone was or was not a diamond that the firm were led to believe that it would pay them well, as an advertisement, to pack a genuine one carat diamond, worth about a hundred dollars, in one bottle of each week's output. The result of this could not fail to impart additional interest to every one of the crystals, because no one would be inclined to part with one until assured that it was not, in fact, the genuine diamond of the week. Of course, it would not be legal to advertise this practice and thus make a lottery ticket of the medicine, but the question whether the packing of genuine diamonds in this way, without announcement or promise, really did violate any law is an interesting one.

AMERICAN MOTTOES.

A soldier in the Philippines writes home that he has seen some strange sights, and gives the following instance. We borrow it from *Golden Days*.

A crowd of soldiers attended a church service in their honor, and there was much praying and singing, but the soldiers were chiefly interested in looking at the image of a saint. Above the image was the picture of an eagle, and on the banner which streamed from the eagle's bill was the following legend:

"The Old Reliable Condensed Milk."

The saint had been decorated in honor of the visiting Americans, and the artist had copied the eagle and accompanying inscription from a milk-can. He afterward explained that he thought it an American motto, as it was under the eagle.

THE business writer sells more goods than the commercial traveler.

A DRUG STORE TRUST.

The newest recruit in the army of trusts is the drug store combination, organized at Chicago under the name of the Dearborn Chemical Company, with George S. Lord, of Lord, Owen & Co., as its president. This new syndicate intends, it is asserted, ultimately to control all of the best-paying drug stores in the city, and already owns fifty of the downtown stores.

Romaine Pierson, of the *American Druggist*, says the trust sprang from opposition to the Retail Druggists' Association on account of that body's rule prohibiting wholesalers from selling to "cut-rate" drug stores. Lord, Owen & Co. objected to this rule, and to defeat its purpose organized the syndicate. Mr. Pierson said that among the stores which the syndicate already controlled were the Auditorium Pharmacy, the two Buck & Raynor stores, George R. Baker's, at Clark and Randolph streets; Dyche & Co., at State and Randolph streets; the Lexington Pharmacy, the Twentieth Century Store, the People's Stores, the Colbert Chemical Company and the Von Herman's store, at Indiana avenue and 31st street.—*N. Y. Times*.

A DRUGGIST ON "CUTTING."

I have never been in favor of spending money in advertising and labor in selling goods at cost. Such methods are not only ethically wrong but vicious. Cutting prices is war in business. It usually results in permanent cut prices, inferior goods, and still worse, loss of public confidence. The method of making a special sale on good goods to get people in and then depend on selling them something else on which to make profits is wrong. When you make a special sale for 13 cents for an article that is worth 25 cents you not only supply the demand at cost and lose the profit you should have, but you show the customer your percentage of profit, and his subsequent purchases will be more or less reluctant. Cutting prices is often done to get new people into your store. Don't pay a man 10 cents to come to your store to-day; he will then expect it to-morrow. Don't buy your trade. If you can't get a man into your store on bargain day you don't want him.—*Chas. C. Dean, in Michigan Tradesman*.

SHALL WE HAVE "ADICLES"?

Noting that PRINTERS' INK is in search of a good single word to express "an advertised article," a Kentucky newspaper has coined the term "adicle" to supply the deficiency. If the suggestion should be accepted by PRINTERS' INK "adicle" would become one of the most comprehensive words in the English language; for in this age of enlightened advertising there is hardly a single salable commodity which is not regularly kept before the public in the newspapers. Everything that mankind would come under the "adicle" category.—*Passaic Herald*.

A tiny change often changes a poor ad into a good one.

ADVERTISING IN MANILA.

Here is an alleged English translation preceding the Spanish original, clipped from an issue of *El Comercio*, a newspaper published in Manila. Both translation and original are here printed exactly as they appeared:

At Cavite.

To be let an extense local very proper for a industrial or commercial Establishment, situated at San Roque street n. 87, betwin the Dispensary of Mr. Salamaña and the damned church of these people.
Apply to J. Baza, n. 143 San Nicolas St. Binondo, Manila.

At Cavite.

See alquila un extenso local muy propio para un establecimiento industrial o comercial, situado en la calle de San Roque n. 87, entre la Botica del Senor Salamaña y la iglesia derruida de este pueblo.
Razon J. Baza n. 143 San Nicolas, Binondo, Manila.

"The damred church of these people" is English as she is spoke for the "ruined church of that town."—*N. Y. Herald*.

A STREET BLACKBOARD.

Until the city council compelled me to remove it I used a blackboard in front of the store. This is a splendid thing. Like everything else, it must be a good one and well kept. The one I used was two boards thirty inches wide and five feet long, fastened at the top with strap hinges. This was slated with the best slating and renewed every two weeks. On this board appeared every morning by seven o'clock the date, weather indications and a seasonable advertisement. It is a good advertisement, and I advise all to try it where they will be allowed by the authorities to have it on the sidewalk. It takes a good deal of work and time to do it right, and do not attempt it unless you can do it right. If changed every day people will always read it; if not changed, it gets to be an old story and no one will read it.—*Michigan Tradesman*.

IRONOUNCED I-O-WAY.

Once more the ground with snow is white—

I hear the children shout in glee,
And, sleighbells jingling in the night,
Bring back my boyhood days to me.

Those happy days of long ago
When, less intent on work than play,
We waded through the drifted snow
To school in Northern Iowa.

—*Nebraska State Journal*.

NUMBER OF DISPLAY LINES.

Three kinds of display type are as much as ought ever to go into an ad, and two kinds are better—one kind is better yet. Only a very exceptional ad should have more than three lines of display in it. Two lines are better—one line is best.—*Bates*.

NOT BY DESIGN.

It may be true that "there is nothing new under the sun" but a man's advertisements need not be new by design.—*Bakers' Helper*.

IN THE FAR EAST.

One result of the Chinese trouble is that Peking, for the first time in its history, is to have a foreign journal, says the *Japan Mail*. It will be called *The China Times*, and the manager is to be J. Cowen, the editor T. Cowen, the latter of whom is well known in the Far East, for not only has he been connected with many local journals—the *Kobe Chronicle*, the *Hongkong Daily Press*, the *Japan Times* and the *Hongkong Telegraph*—but he also acted as special correspondent of the *Times* during the China-Japan war, and as special correspondent of the *London Daily News* and *Reuter's Agency* at other times. The remarkable feature about the new journal is that it will be printed in seven languages, namely, Chinese, Japanese, English, French, German, Russian and Italian. That is an immense undertaking. It indicates the employment of a large staff, requiring a correspondingly extensive circulation. Mr. Cowen doubtless hopes to find the latter in his Chinese and Japanese clientele, but we are disposed to think that in order to achieve that object it would have been better for him to fix the price of the paper at less than \$10 yearly.—*Newspaper Maker*.

THE NECESSITY FOR FLAVOR.

The certain uncontrovertible fact is that advertising which does not have a strong individual flavor about it, the touch which at once convinces the reader that it is the work of a person and not a mere automaton, is stale, flat and bound to be profitless.—*Pacific Coast Advertising*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$40 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly, 4 pages. Send for rates. A. R. DAVISON, pub., Kemspsville, Ala.

THE LAMAR DEMOCRAT has the largest circulation of any weekly paper in Lamar County. Official organ of Democratic party and of co. itself. To reach people in this section advertise in **DEMOCRAT**. **LAMAR DEMOCRAT**, Vernon, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an all advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ARKANSAS.

THE AFRO-AMERICAN, Madison, Ark., is a popular and widely circulated weekly newspaper devoted to the interests of the colored race. Advertisers reach these people by advertising in the paper that interests them. There is no paper that gains their attention quicker than does the **AFRO-AMERICAN**. No similar paper in this section covers the same field as the **AFRO-AMERICAN**. For advertising rates and sample copies, address, **AFRO-AMERICAN**, Box 5, Madison, Ark.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. \$50.00 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

INDIANA.

THE TIMES, Worthington, Ind., an independent Republican newspaper, published weekly and twice a week. Worthington is 70 miles southwest of Indianapolis, the State capital and is a busy manufacturing center. With its weekly and semi-weekly editions the **TIMES** reaches the homes of many prosperous families. Its value as an advertising medium is well established. Address for rates and sample copies, A. PALMER & SON, Publishers, Worthington, Ind.

IOWA.

THE MORNING REPUBLICAN, Ft. Madison, Ia. Only morning paper published there; est. 1882.

KENTUCKY.

THE CHRONICLE, Princeton, Ky.

THE CHRONICLE, Princeton, Ky., is rated 1,800 weekly in plain figures.

THE Princeton (Ky.) CHRONICLE circulates 1,800 copies weekly in the tobacco belt.

MAINE.

FOR Rockland, Me., the **DAILY STAR**. Only daily in Knox County. Lowest rates, quickest results.

If you want to reach Eastern Maine your ad must be in the **Rockland COURIER-GAZETTE**. See our New York agent, S. S. VREELAND, 150 Nassau St., who will tell you our story honestly and make you lowest rates.

MASSACHUSETTS.

THE Lowell (Mass.) SUNDAY TELEGRAM has more readers than any other paper published in Middlesex County. Every town within reach by electric car lines, etc., is covered by regular carriers. Nearly every copy goes into the homes and is read thoroughly on a day when people have time to devote to their favorite newspaper. **THE TELEGRAM** carries more home advertising than any two other Lowell papers combined. Advertising rates furnished by S. S. VREELAND, 150 Nassau St., New York; JOHN P. ACKERS, 12 Globe Bldg., Boston, or direct.

MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**. Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

PERFECTING PRESS FOR SALE.

The Evening Wisconsin, Milwaukee, Wisconsin, having just installed a new 24-plate Hoe press, offers for sale one of a pair of Seymour presses upon which the Wisconsin has been printed for a few years past. This press prints 4 and 8 pages of 6, 7 and 8 columns of 13 cms. It is a light-running machine in good order and will do excellent work. We sell it solely because the two presses cannot do the increasing work required of them. The press will turn out 10,000 8-page and 20,000 4 pages per hour. Will sell it less than one-half the cost of a new press. Will make satisfactory terms of payment.

Address the

EVENING WISCONSIN CO.,
Milwaukee, Wis.

THE Advertiser's Best Friends
ARE WOMEN
COOKING CLUB
REACHES THEM.

It is constant and permanent, because it is referred to daily by the housewife to the hundreds of recipes and treatises on foods, cooking, serving, entertaining, etc. Sworn circulation for March and thereafter exceeds 22,500. The magazine is attractively printed and illustrated, with a new design each month in colors and cover. Rate 10 cents a line; \$1.40 an inch. Our Mutual Friend, the advertising agent, will take your order, or send it direct to

COOKING CLUB PUBLISHING CO.,
Goshen, Ind.

THE ALEXANDRIA COUNTY JOURNAL

Established in 1897. \$1 per year in advance.

Overlook, Alexandria Co., Va.

A weekly newspaper that circulates freely in Washington, D. C., Virginia and elsewhere. *Practical Advertising* says "that it is a Puller."

El Regidor

Circulates over 1,500 copies per week. A popular and prosperous Spanish weekly. Widely read by a class of people who are influenced by advantageous offers made by advertisers. A splendid medium. Sample copies and advertising rates sent on request.

PABLO CRUZ, Publisher,
SAN ANTONIO, TEXAS.

The Northwest Is A Great Country.

The Northwest MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory The Northwest Magazine has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,
McIntire Block, Winnipeg, Manitoba.
CHICAGO, 638 Fine Arts Building.

AN ADMITTED LEADER.

Consult any newspaper Directory or leading advertising Agency and you will find FARM NEWS is one of the few agricultural journals having a guaranteed and proven up to date circulation.

Rates on annual contracts still remain only 42 1-2 cents per agate line, for a proven circulation of 100,000 as a minimum.

IT IS ONE OF FOUR RECOGNIZED LEADERS AMONG THE AGRICULTURAL PAPERS OF GENERAL CIRCULATION.

See that it is on your list.

THE AMERICAN FARMER COMPANY, SPRINGFIELD, OHIO.



DO ...YOU ... DO

YOUR OWN

STEREOTYPING

BY THE

Perfection
Stereotyping
Process

YOU

CAN
DO
IT

Without any cost attached
Without a plant
In your spare moments
And release your type in
standing ads, job work, etc.
And save the money ex-
pended for new type.

\$3.50 For the
Process...

ADDRESS

The Perfection Stereotype Co.

P. O. Box 102.

INDIANAPOLIS, IND.

Phillips & Co.,

1133 Broadway, New York.

ADVERTISERS ALL OVER
THE WORLD.

Among others we represent:

Mariani & Co., Vin Mariani; J. N. Jaros
& Co., Russian Teas; Prince Brancac-
cio, Royal Table Oil; Lengert Wagon
Co., Bloomer Safety Three Wheeler;
Kuro Chemical Co., Kuro Remedies;
Medicura Soap Co., Medicura Soap;
Frank Teller & Co., Royal Blue Cigars.

We also have other large accounts
under way. We are prepared to handle
more. It is to *your* interest to have *our*
service, if you are a beginner or old-timer.
We charge a fair compensation and do
good, effective work.

THE ADVISOR,

published by us, is the leading advertis-
ing trade magazine in the world. Sub-
scription price \$1 per annum, and choice
of valuable premiums. Send for sample
copy—mailed free upon request.

The ADVISOR is an example of our work.

PHILLIPS & CO.,

1133 Broadway, New York.

**THE EVENING
JOURNAL**

JERSEY CITY, N. J.

AVERAGE DAILY CIRCULATION IN

1899 - 14,486

1900 - 15,106

There is no paper in New Jer-
sey with a more respectable
or better satisfied clientele
of advertisers than the Even-
ing Journal. The best
houses in New York, New-
ark and all the establishments
in Jersey City continually use
its pages, because they find
that advertising in the Jour-
nal pays.

100,000
ACTUAL
MAIL-
ORDER
BUYERScan be reached each month with an
advertisement in**The Clifton Monthly**

Rate, 40c. per agate line. Forms
close 25th of month. Specimen copies
and rates from any agent or

THE CLIFTON MONTHLY,
39-40 Temple St., Waterville, Maine.

Sworn Average Circulation for Dec., 1900.

Saint Paul Daily Globe

— 17,201 —

THE GLOBE invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and disposition made of same.

WILLIAMS & LAWRENCE, 87 Washington Street, Chicago, Western Representatives.
CHARLES H. EDDY, 10 Spruce Street, New York, Eastern Representative.

A. J. REACH COMPANY,

Philadelphia.

"Sporting Life" is certainly one of the most interesting and newsy sporting papers in the country, giving the fullest information as to all the popular sports as conducted in this country, and for that reason we would not care to be without it.

As an advertising medium we have proved its value every year from its first issue many years ago, and as a business firm have been constantly with it since realizing that it becomes more valuable to us as each year passes.

(Signed) A. J. REACH CO.

CIRCULATION NATIONAL GUARANTEED

NATIONAL WATCHMAN

PUBLISHED WEEKLY BY

THE DEMOCRATIC NATIONAL PUBLISHING CO.,
1229 Pennsylvania Ave., Washington, D. C.

**The Substantial Character of Subscribers generally Makes
this Journal an exceptionally Good Advertising Medium.**

The NATIONAL WATCHMAN reaches the intelligent, reading and thinking people in all sections. It is elevated in tone. No questionable advertising accepted.

Its subscribers patronize advertisers in its columns because they have implicit faith in the management of the paper, and do not expect to be deceived.

It has Home and Agricultural Departments in addition to the general and political character of the paper.

The following General and Mail-Order Advertisers have Renewed Contracts for 1901:

Dr. Kilmer & Co., German Kali Works, Peruna Drug Mfg. Co., Dr. Hathaway, Dr. Miles Medical Co., Dr. Horne Electric Belt Co., Sears, Roebuck & Co., Natural Body Brace Co., Cheney Medicine Co., Stuart Dyspepsia Tablets and many others.

IT PAYS THEM AND WILL PAY YOU!

RATES REASONABLE.

SEND FOR SAMPLE COPY.

Address **ADVERTISING MANAGER,**

NATIONAL WATCHMAN,

Washington, D. C.

The newspapers that give the advertiser honest net circulation are looked upon by the wise buyers of space as the most reliable and the safest publications to use for any class of advertising.

The net daily average paid circulation of the four newspapers comprising The Scripps-McRae League for the year 1900, after deducting exchanges, free list, etc., etc., was

THE CINCINNATI POST

129,768

THE CLEVELAND PRESS

93,949

THE ST. LOUIS CHRONICLE

52,225

THE COVINGTON KY. POST

12,828

No newspaper in Cincinnati, Cleveland, St. Louis or Covington will give the advertiser real, actually paid circulation at as reasonable rates as offered by these papers.

For rates and further information write F. J. Carlisle, Manager Foreign Advertising, 53 Tribune Building, New York, or 116 Hartford Building, Chicago.

Six Thousand Four Hundred and Fifty-two lines of foreign display advertising in the St. Louis Chronicle Saturday, Feb. 9th.

This is a remarkable showing when one considers that the Chronicle never prints over an eight page paper and every advertisement is of the highest class, as the Chronicle accepts nothing that is objectionable.

Every advertisement in the issue of that date is running in the Chronicle on contract.

All of which simply demonstrates that the large honest circulation and low rate the Chronicle offers is being appreciated by the general advertisers of the country.

The other three desirable newspapers, which with the Chronicle comprise the Scripps-McRae League, are the Cincinnati Post, the Cleveland Press, and the Covington Ky. Post.

The advertiser desiring large and honest circulation at moderate cost should carefully consider these publications when placing business in the cities where these newspapers are published.

F. J. Carlisle, 53 Tribune Building, New York, and 116 Hartford Building, Chicago, is the Manager of the Foreign Advertising Department. He would be pleased to furnish rates or sworn statements of circulation to any one upon application.

\$100 to my \$1

Some time ago I met a representative from one of the old-line ink companies, and we were comparing notes about bad debts. I told him that in seven years I had filled seventy thousand orders from seven thousand different concerns located in all parts of the world, and my total bad debts only amounted to Fifty (50) Dollars. He seemed somewhat amazed and informed me that although his firm was considered the most conservative credit house in the ink line they had charged off over Five Thousand (5,000) Dollars in worthless accounts during the last seven years. He did not tell me how many orders his house received, but I am willing to wager I beat them three to one.

One ink house (that has a fondness for calling my arguments "A mixture of hot air and gall") publicly brags that their bad debts don't worry them, even though they lose as high as Five Thousand Dollars in one failure. Some one must be paying for these bad debts, and you can gamble all you ever owned that it is not the ink men.

The foolish printer who pays three dollars for a one dollar ink, simply because the ink man gives him thirty or sixty days' time, is the one who pays for the dead beats.

Ben Franklin once remarked:

"In buying goods it is best to pay ready money because he that sells upon credit expects to lose five per cent by bad debts, therefore he charges, on all he sells upon credit, an advance that shall make up that deficiency."

Printers should take heed of this advice, as every penny saved is a penny earned. Send for my price list and compare it with what you have been paying for your inks. My competitors will tell you I sell colored goose grease or some other old stuff, but the proof of the pudding is in the eating. When my inks are not found as represented I cheerfully refund the money and pay all transportation charges. If you use special shades or grades mail me a small sample of the ink and if I don't save you money I won't ask for another trial.

PRINTERS INK JONSON,

13 SPRUCE STREET,

NEW YORK.

Let Your Light Shine

and don't let it go out by one time advertising. Place your advertisement in the street cars and keep it there. It will light the way into the good-will of the public heart and purse.

Street car advertising is publicity in its broadest and most profitable form. Results come quickly, which is very important in these impatient times when success must be made quickly if competition is to be forestalled.

There are many advantages. We'll tell you all about them, and tell you anything in addition you want to know about our system, service, territory and cost. This information is gratis.



GEO. KISSAM & CO.

253 Broadway

New York



Here's a Medium

Examine it carefully—investigate its merits—ask why the most conspicuous national advertisers are represented in its racks—get all the facts.

Then you'll arrive at the reason of the success of the street car as a profitable advertising medium, namely; because it brings results.

It's the aim of every shrewd advertiser to reach the greatest possible number of people at the least possible cost, and experience proves that the street car is the proper medium.

Better conditions, better service, better cards and lessened cost has greatly increased the value of street car advertising.

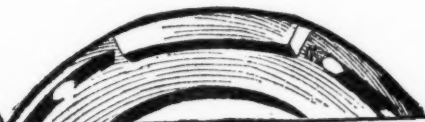
Smart advertisers have been quick to realize this. Many street car advertisers advertise in no other way. Some claim to have tried newspapers, circulars, pamphlets, and to have finally decided on street car advertising, because it afforded them the quickest and best returns at much the least cost.

Any desired information will be cheerfully furnished.

GEO. KISSAM & CO.

253 Broadway New York
15 BRANCH OFFICES

Your card placed in our cars makes a direct appeal to the prospective purchaser—it tells the whole story pointedly, plainly and persuasively.



R

*Street car advertising
Does
card in a car — use
constantly.*



**FACT AND
FANCY**



TWO GOOD CHANGERS OF LUCK

Talking the matter over with us will bring out the many good points of street car advertising and put you in possession of a lot of valuable information—this costs nothing.

GEO. HISSAM & CO.

253 Broadway, ♦♦♦ New York City

The Plain Dealer

...is To-day the...

Leading "Want" Medium
of Cleveland.

During the months of November, December and January THE PLAIN DEALER published 24,096 separate paid "Want" advertisements and *The Leader* 12,798, a total of nearly two to one in favor of THE PLAIN DEALER.

C. J. BILLSON

Manager Foreign Advertising Department

TRIBUNE BLDG., NEW YORK

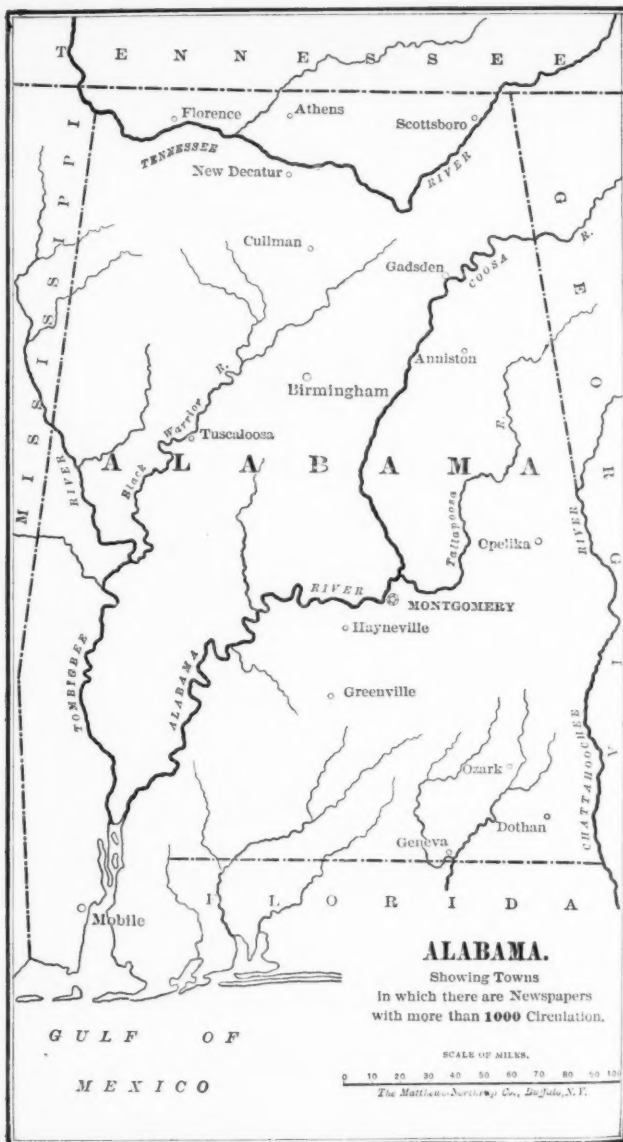
STOCK EXCHANGE BLDG., CHICAGO

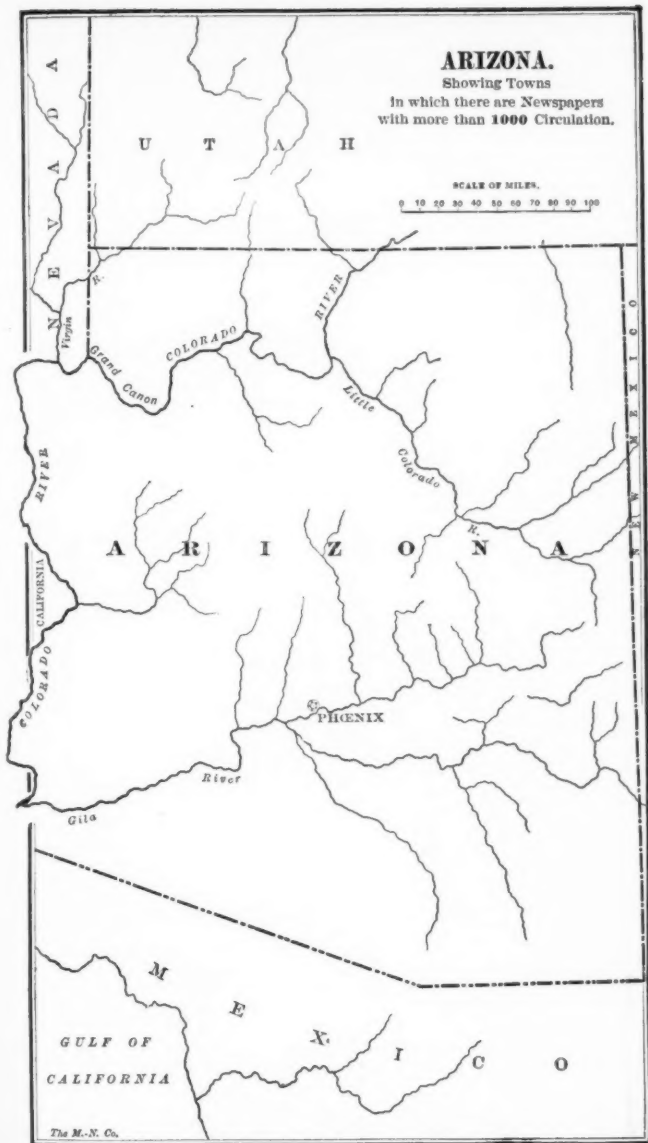


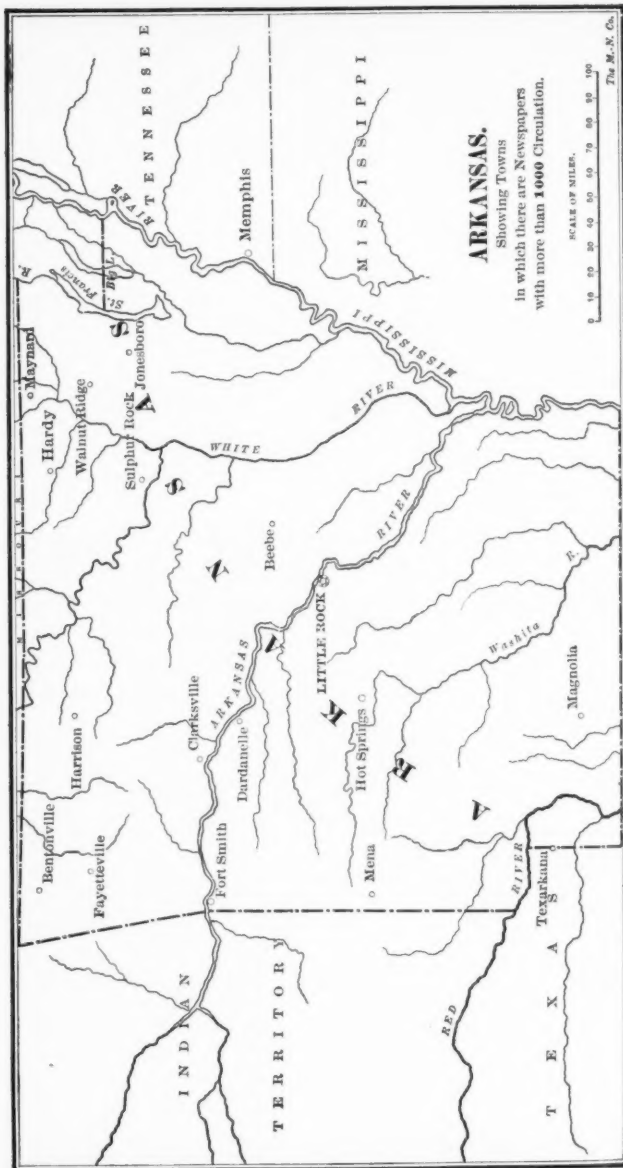
Newspaper Maps



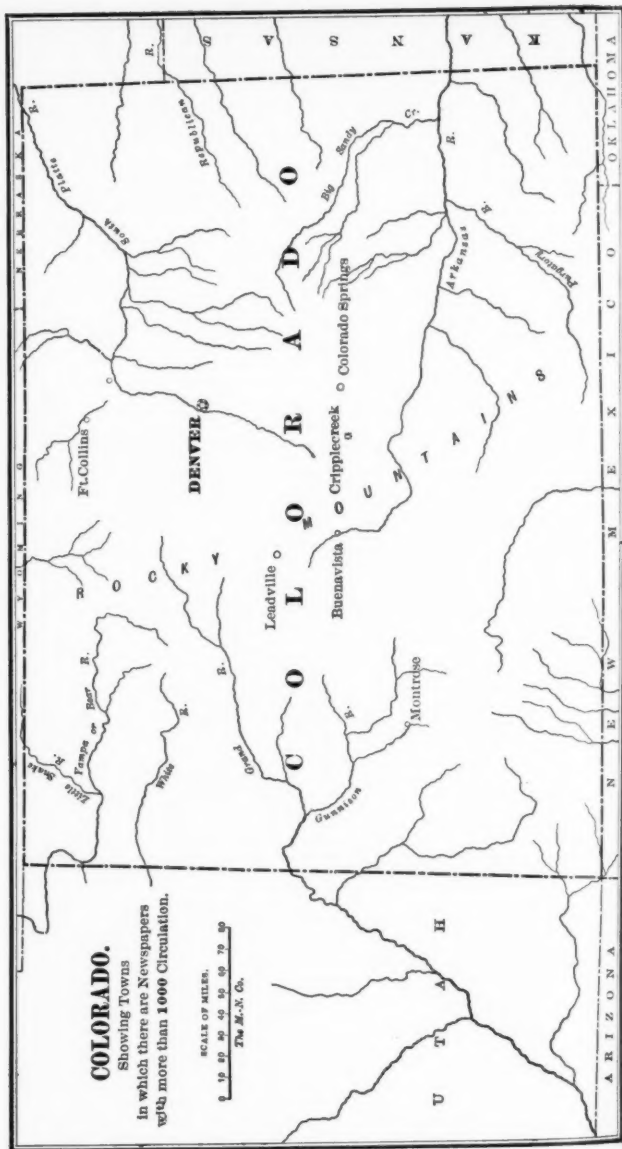
A year's subscription to PRINTERS' INK will be presented FREE to anybody and everybody who shows that there is a town or city in the United States in which a paper is published, that has an average issue of so much as a thousand copies, and is not given a place on the appropriate map of the interesting series shown on the fifty-two pages that follow this. These maps indicate in what portion of each State populations are densest. There is where advertising will pay best.

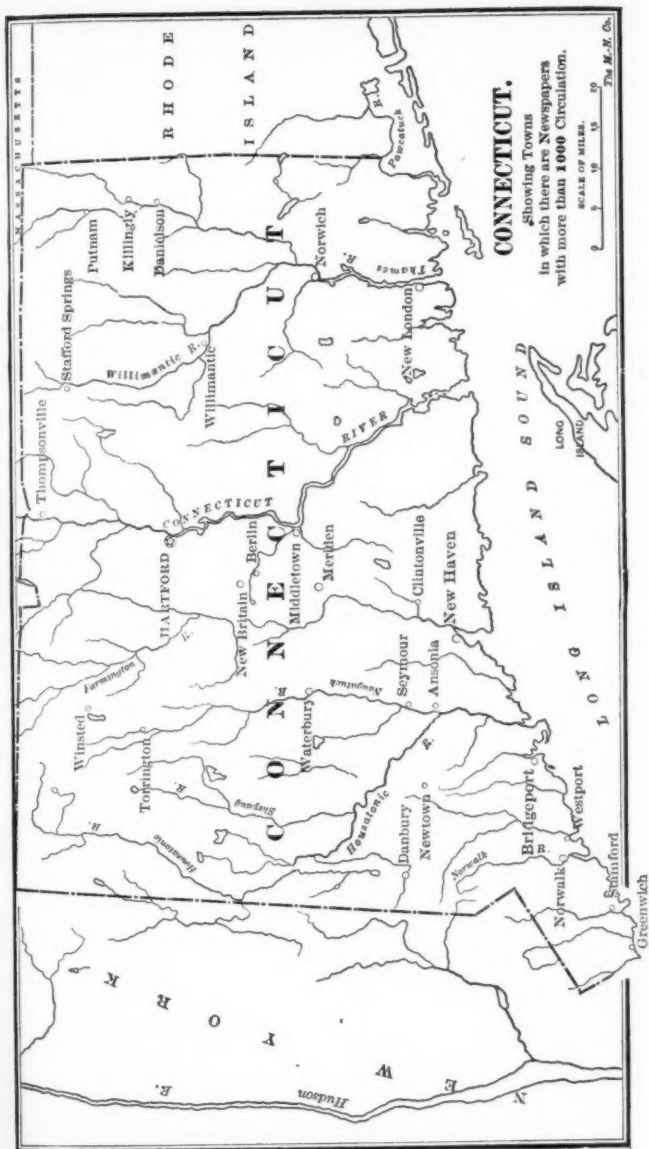


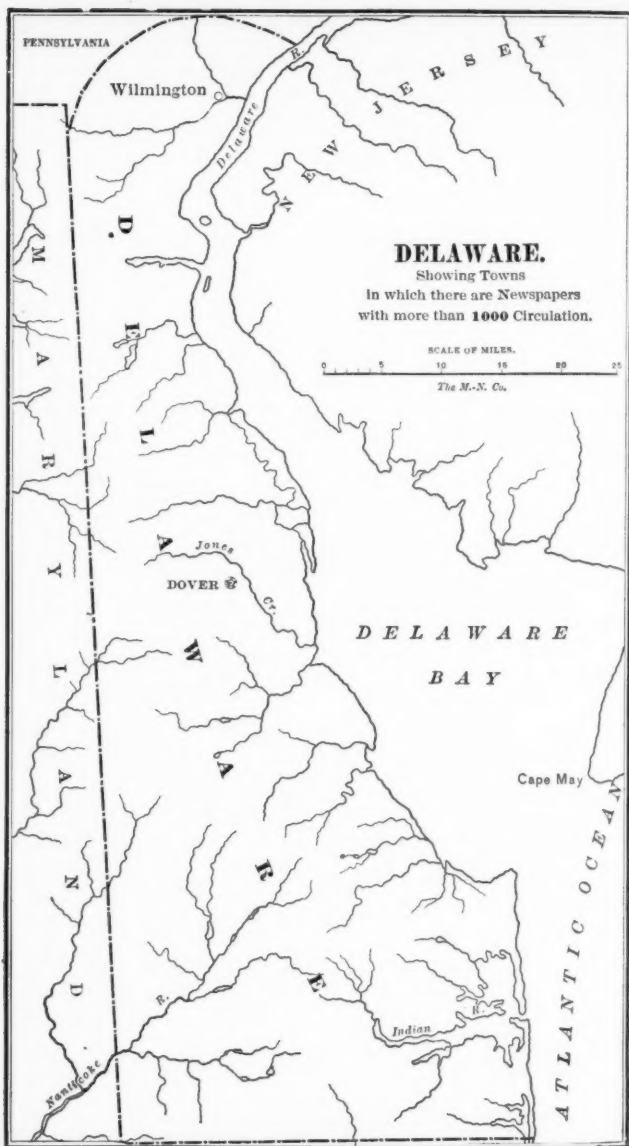


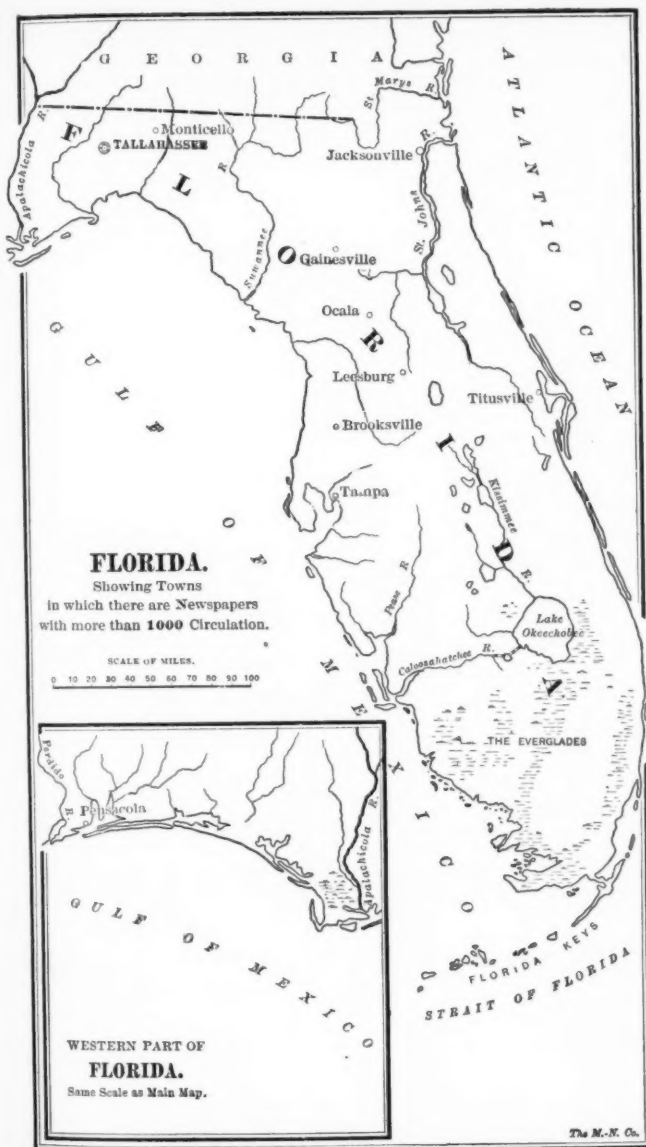


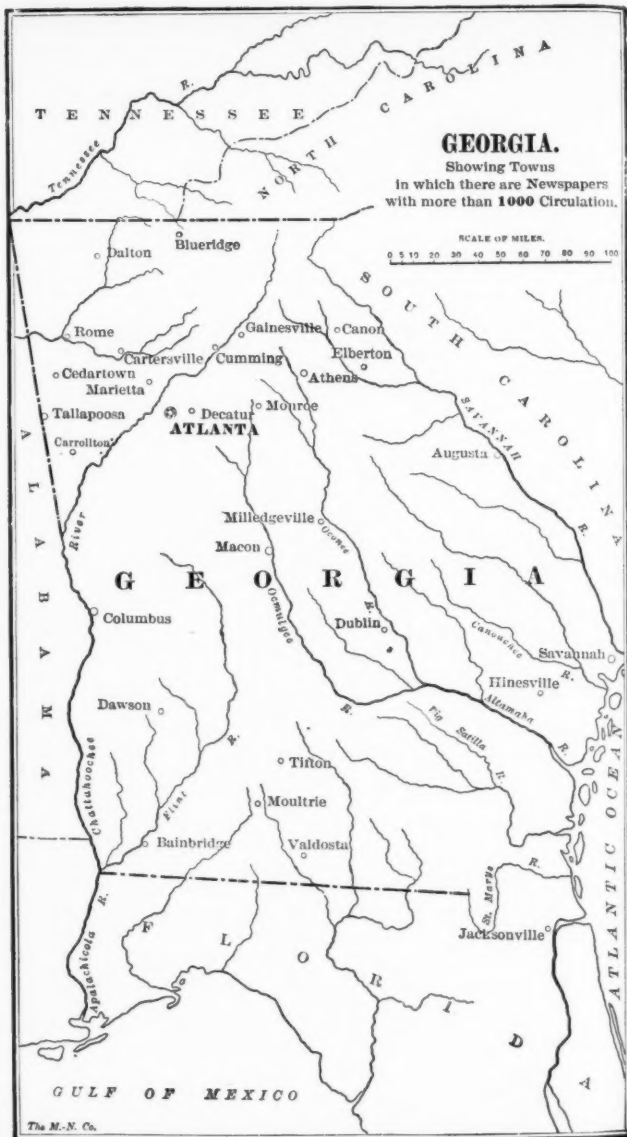


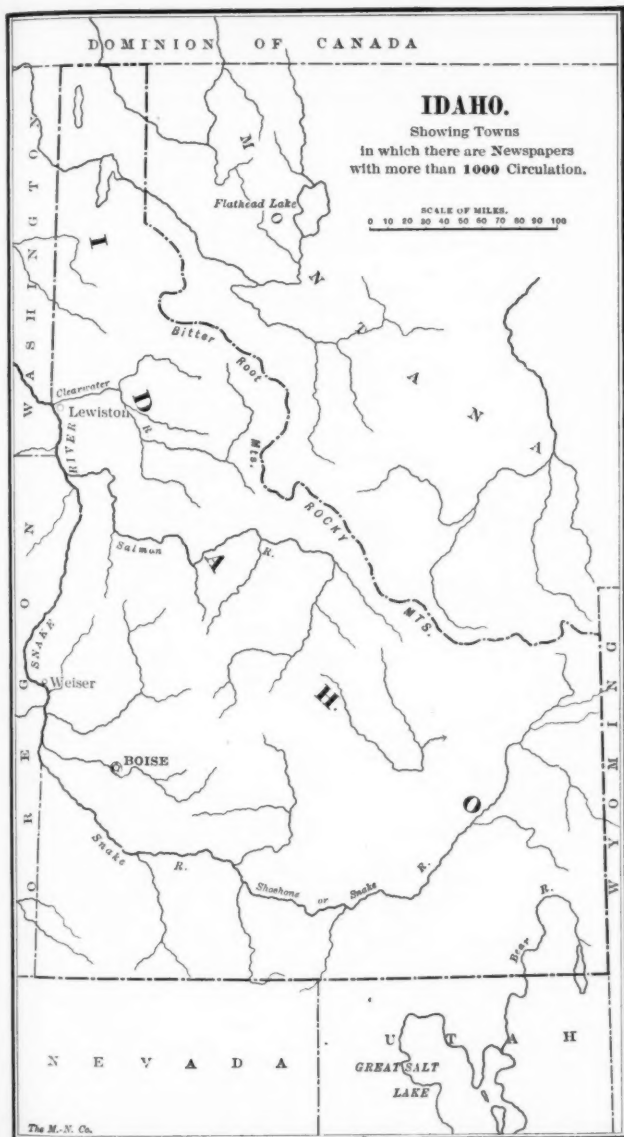




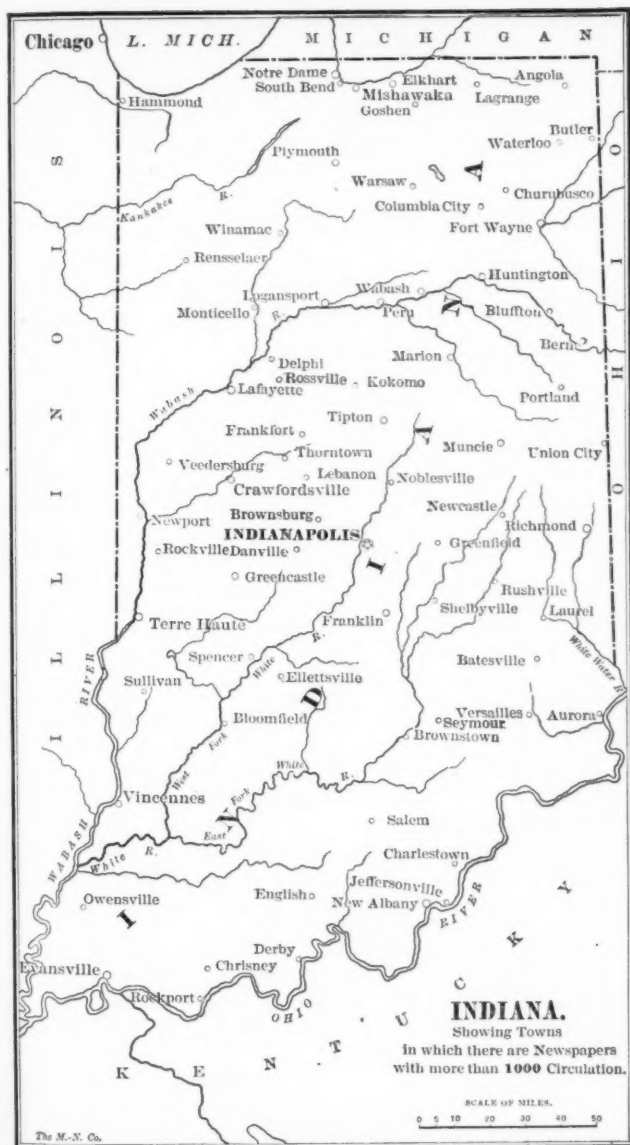






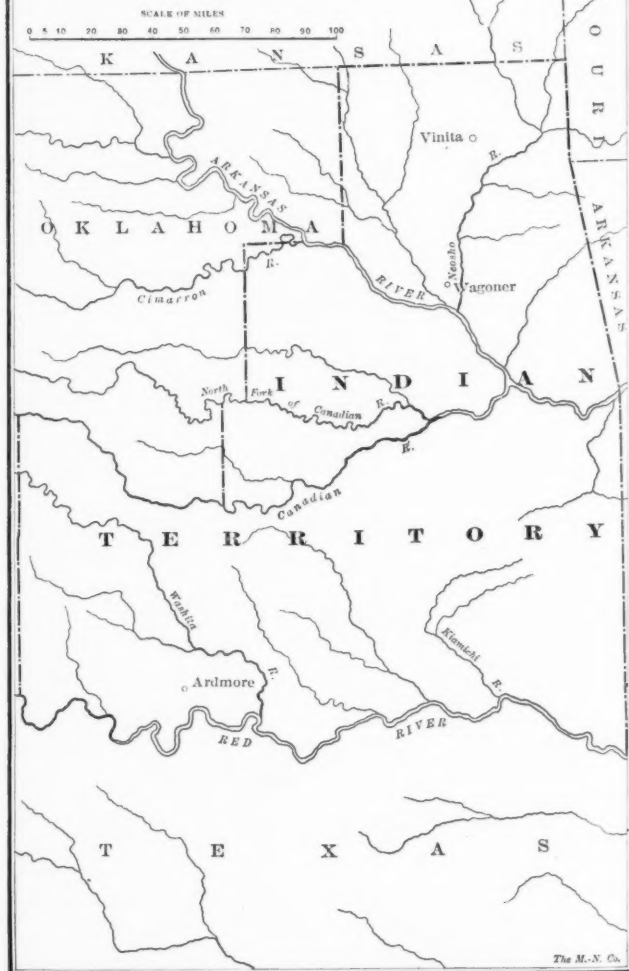


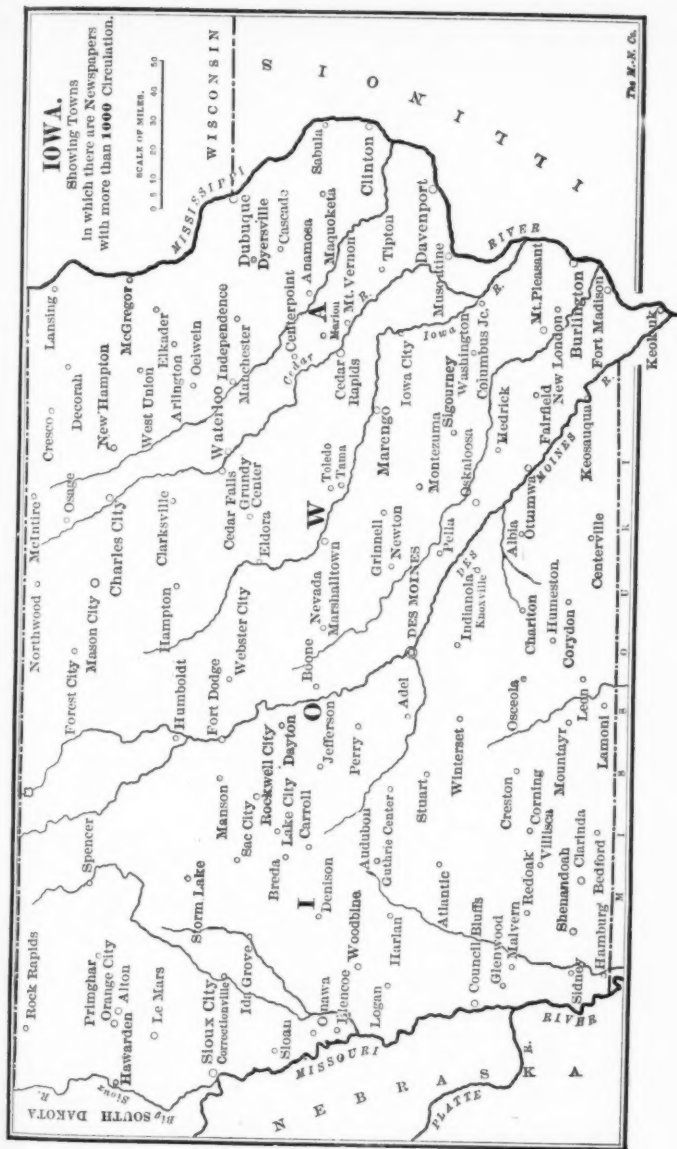


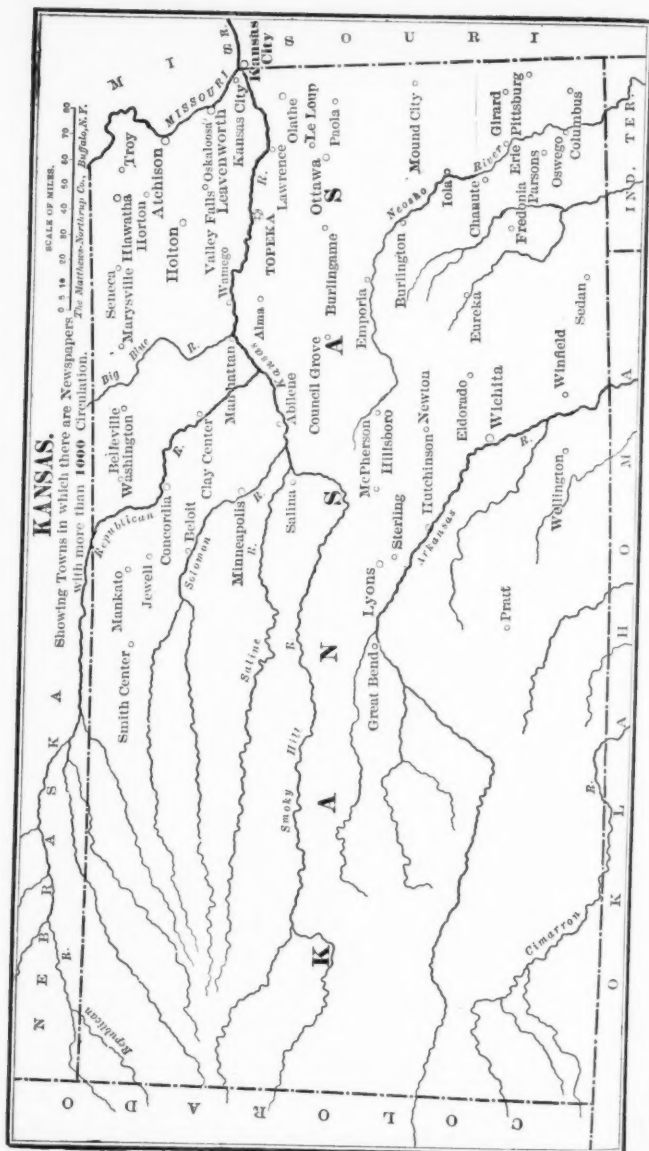


INDIAN TERRITORY.

Showing Towns
In which there are Newspapers
with more than 1000 Circulation.



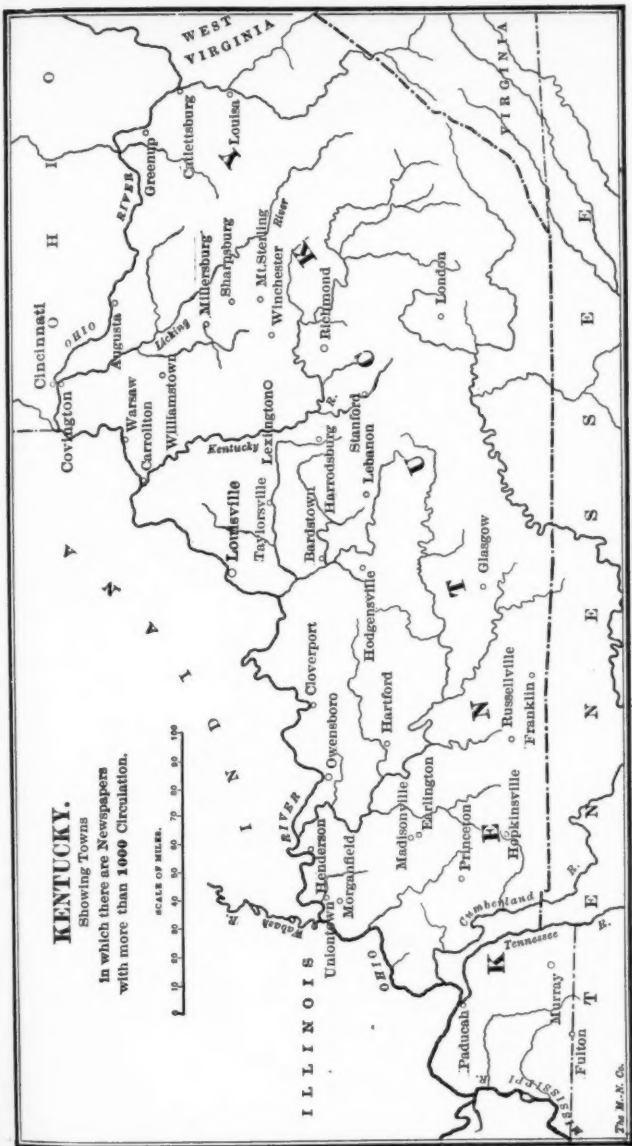
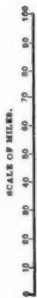




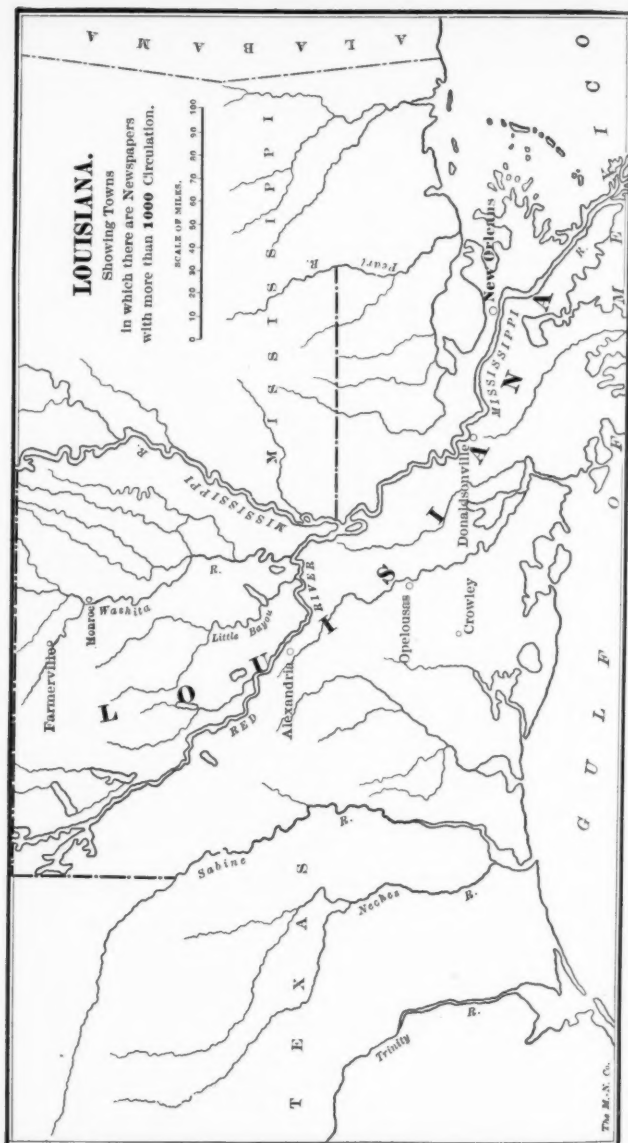
KENTUCKY.

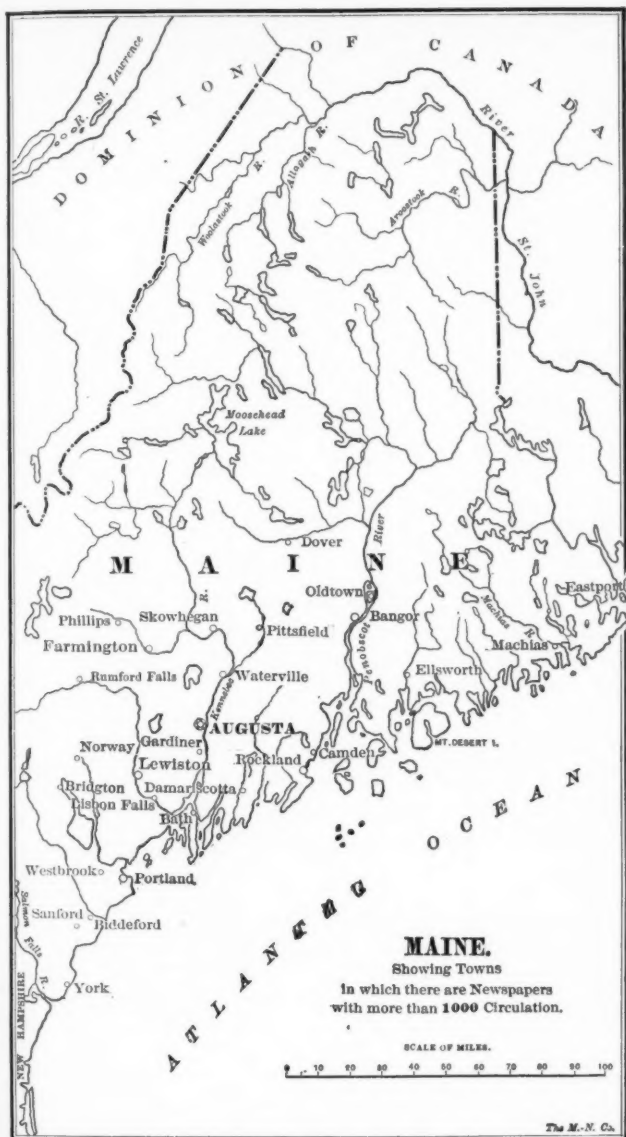
Showing Towns

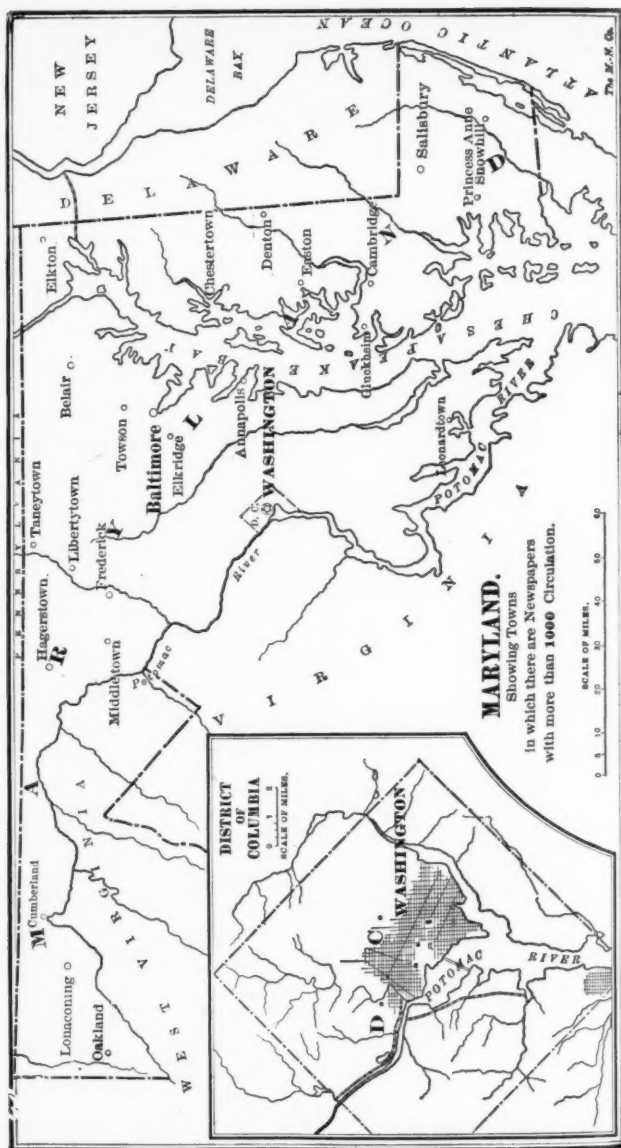
**in which there are Newspapers
with more than 1000 Circulation.**

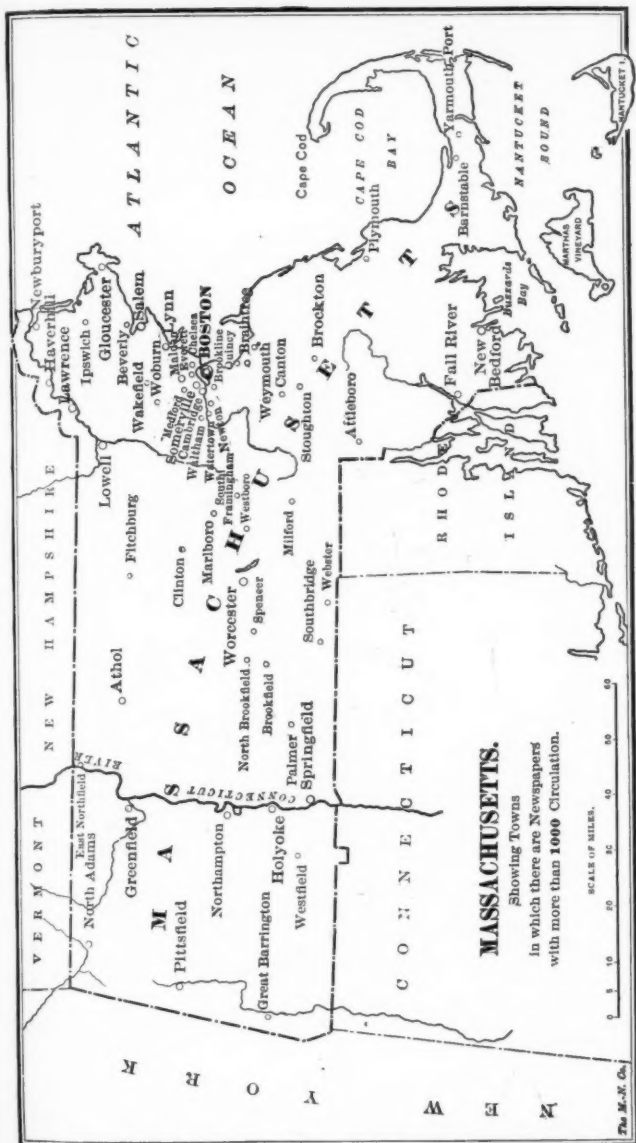


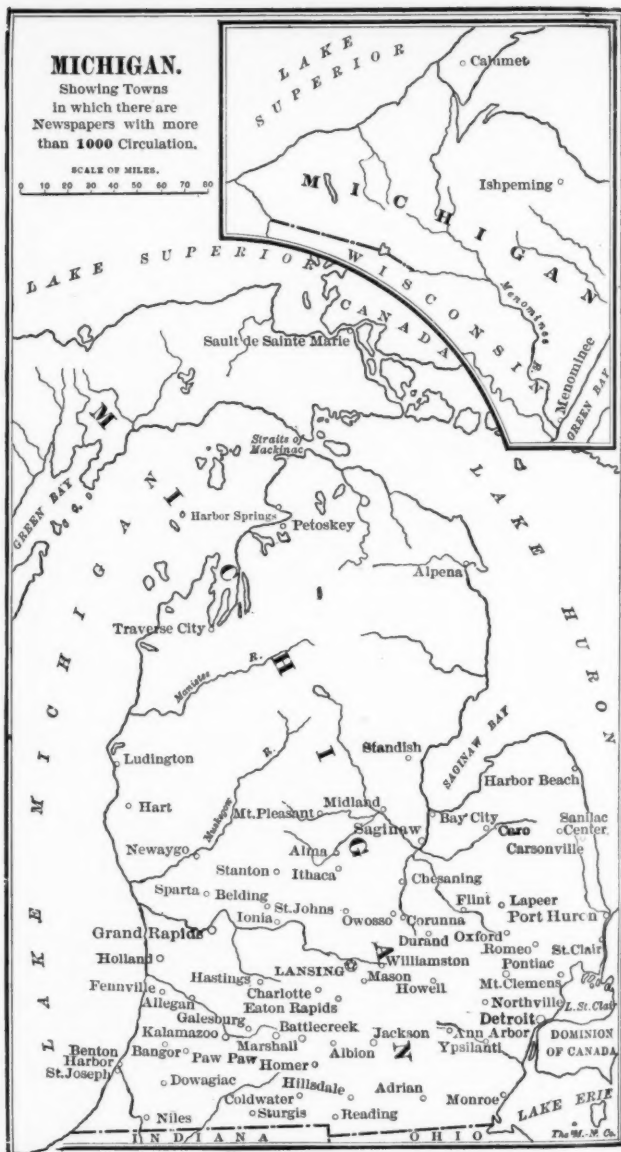
The M.-N. Co.

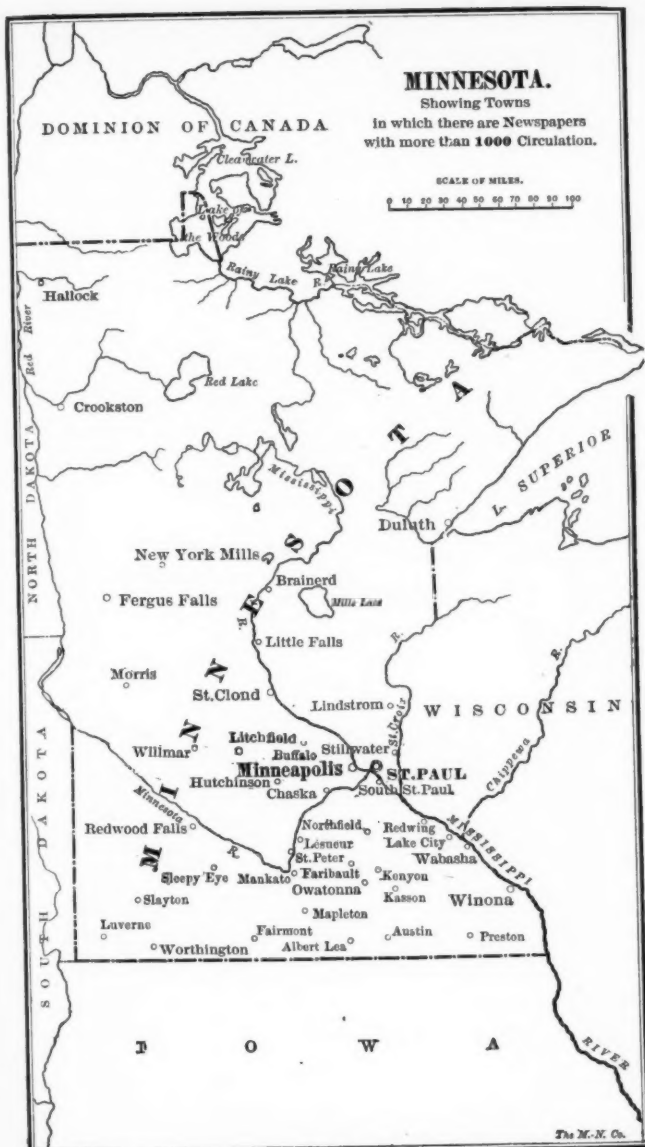


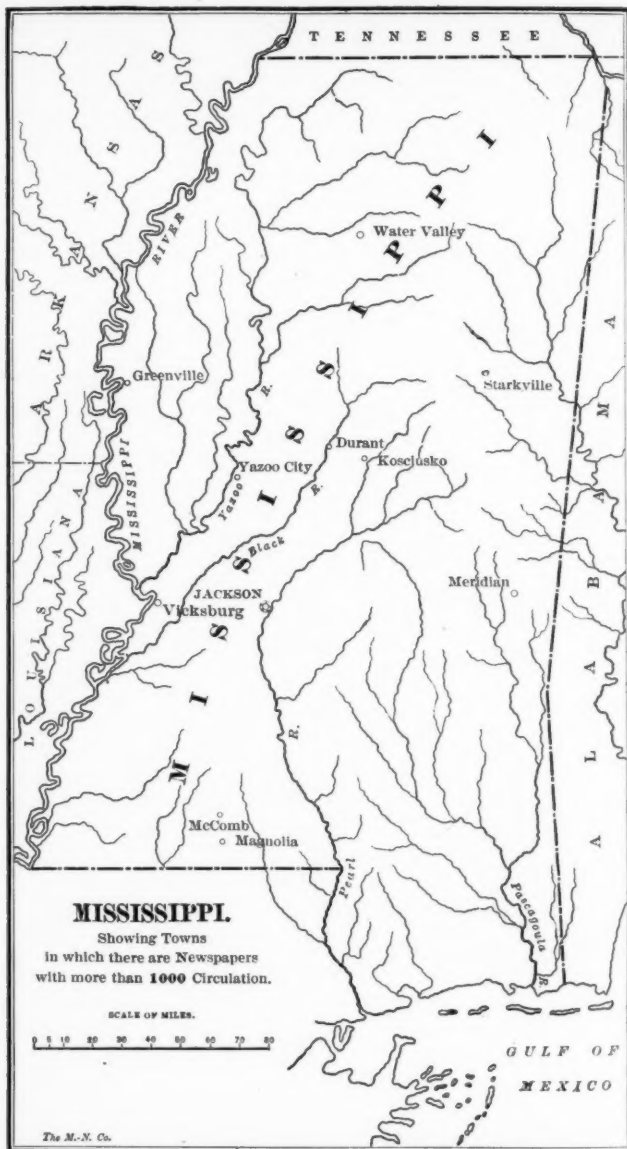


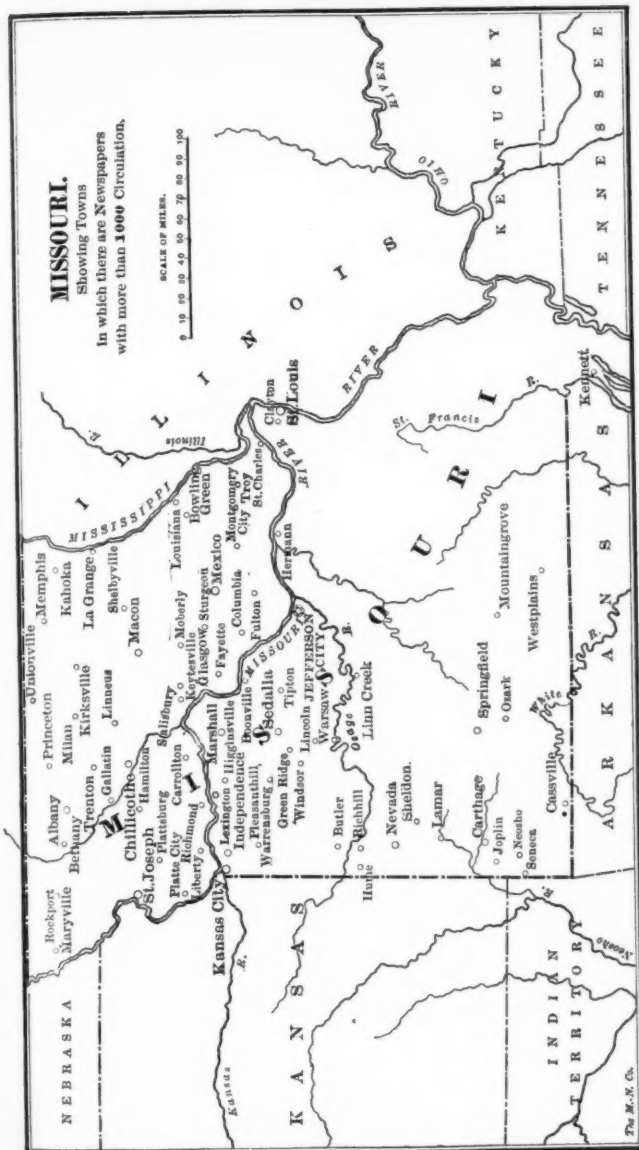


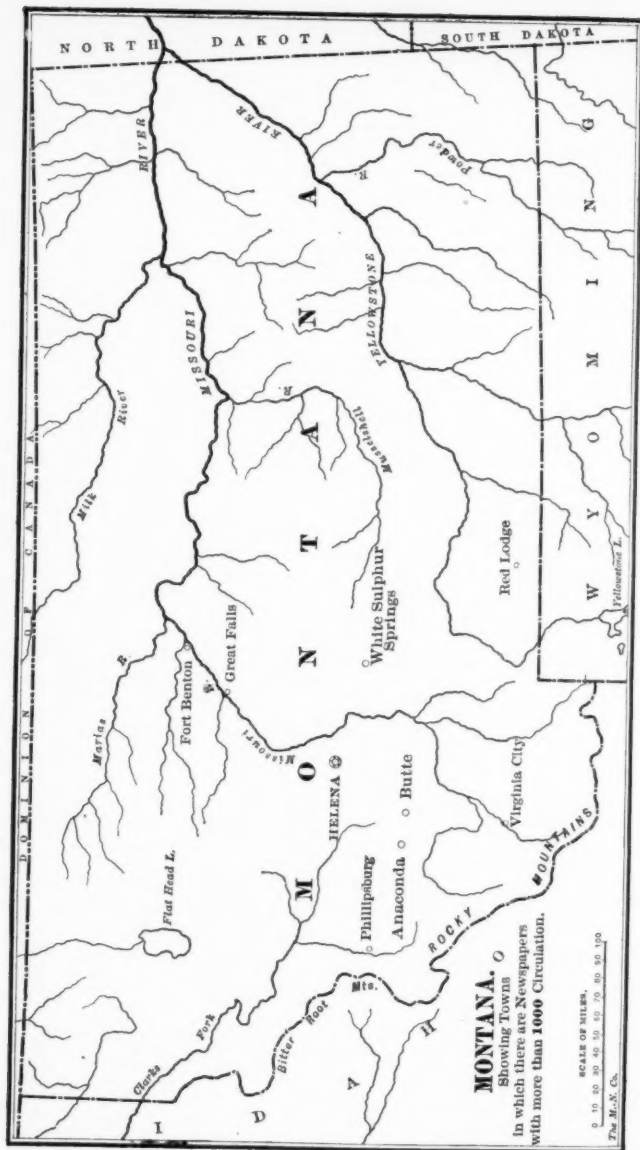


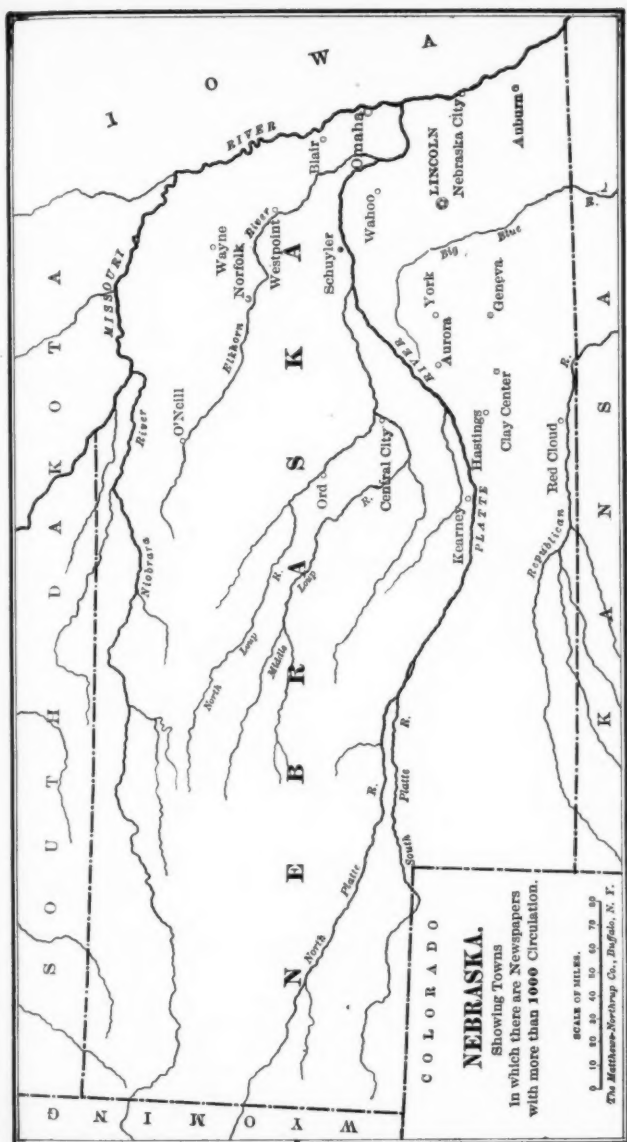


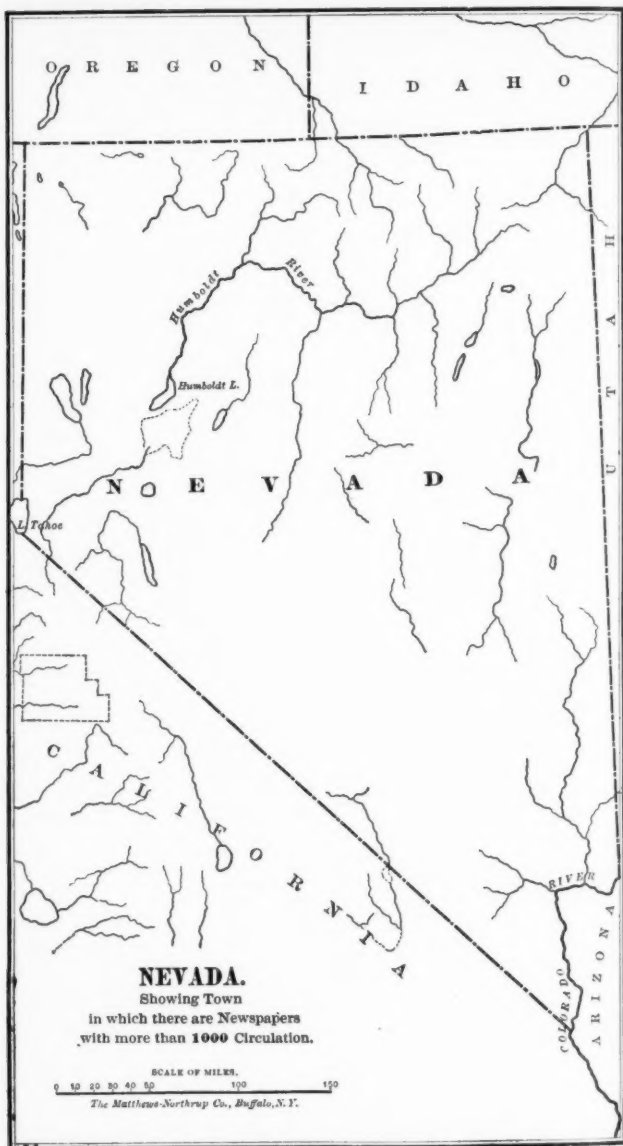


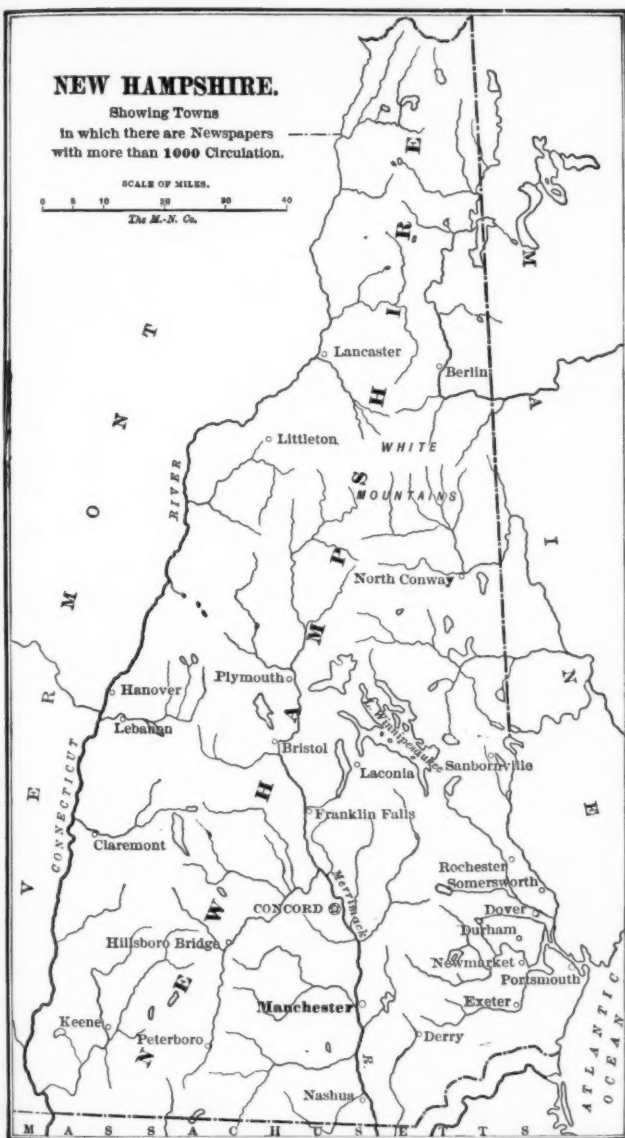


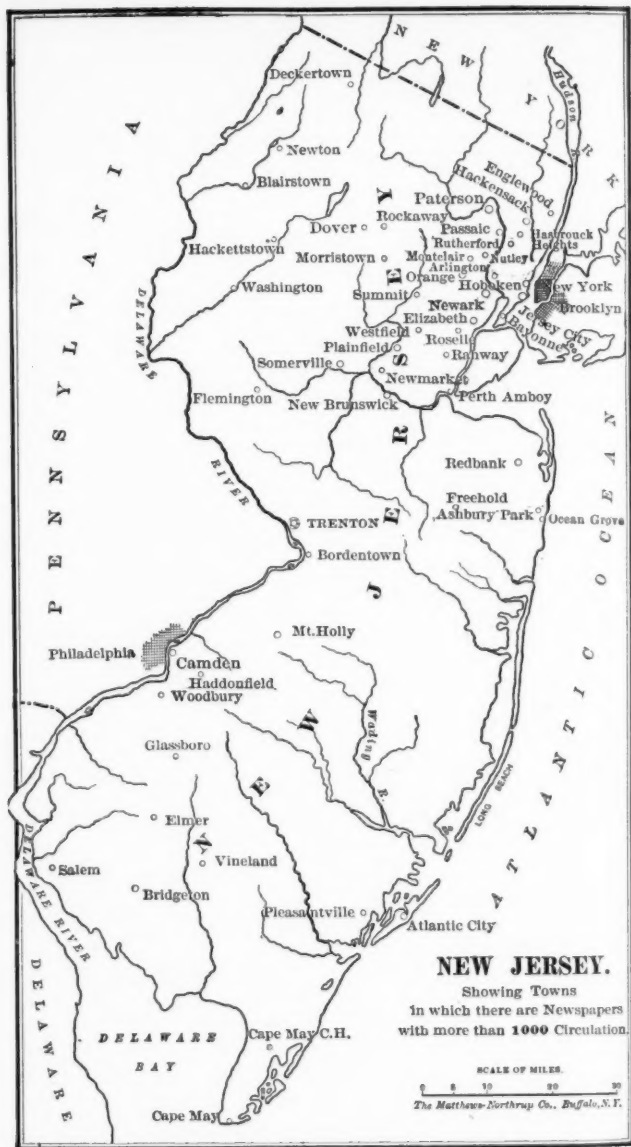










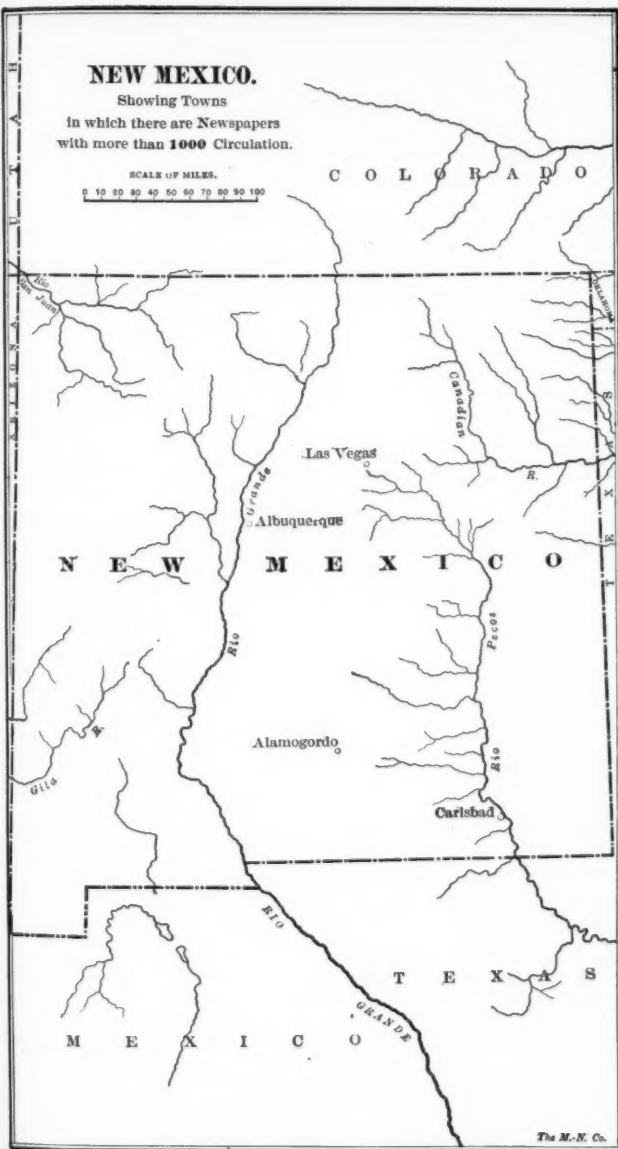


NEW MEXICO.

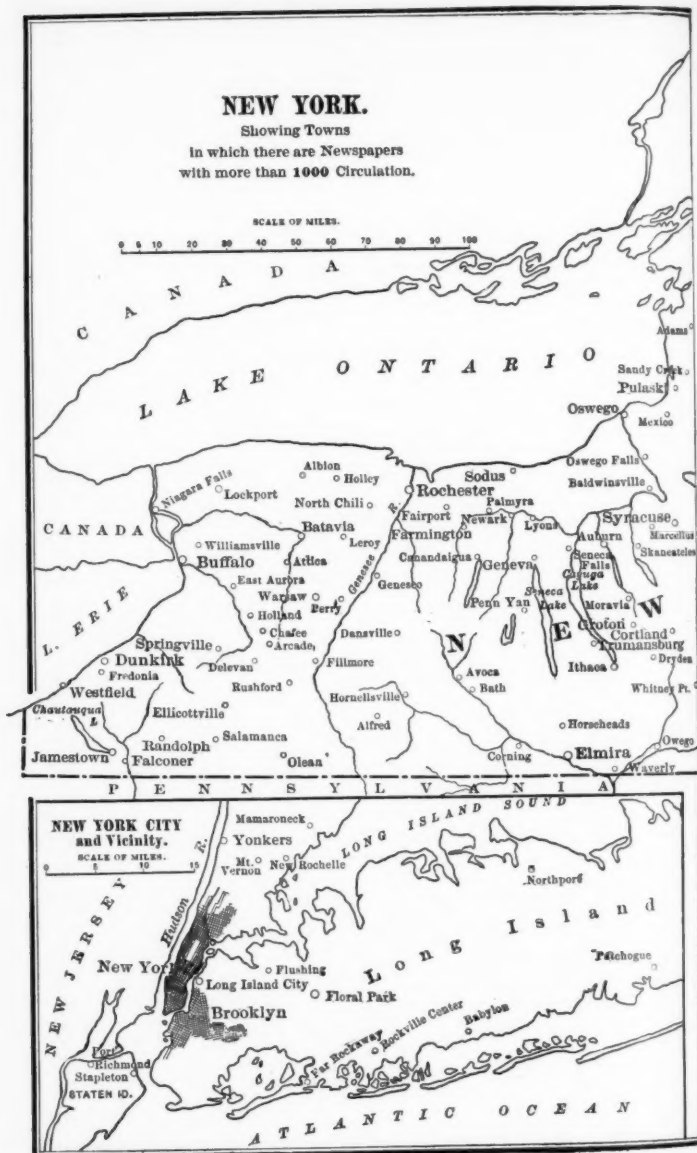
Showing Towns
in which there are Newspapers
with more than 1000 Circulation.

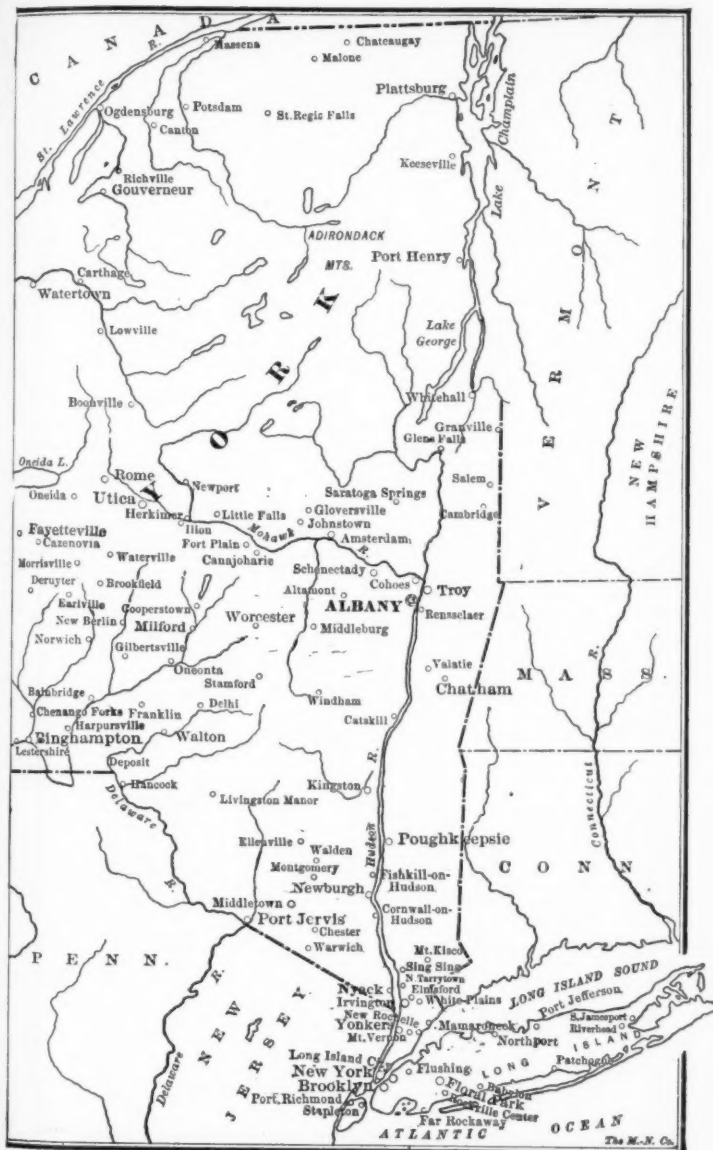
SCALE OF MILES.

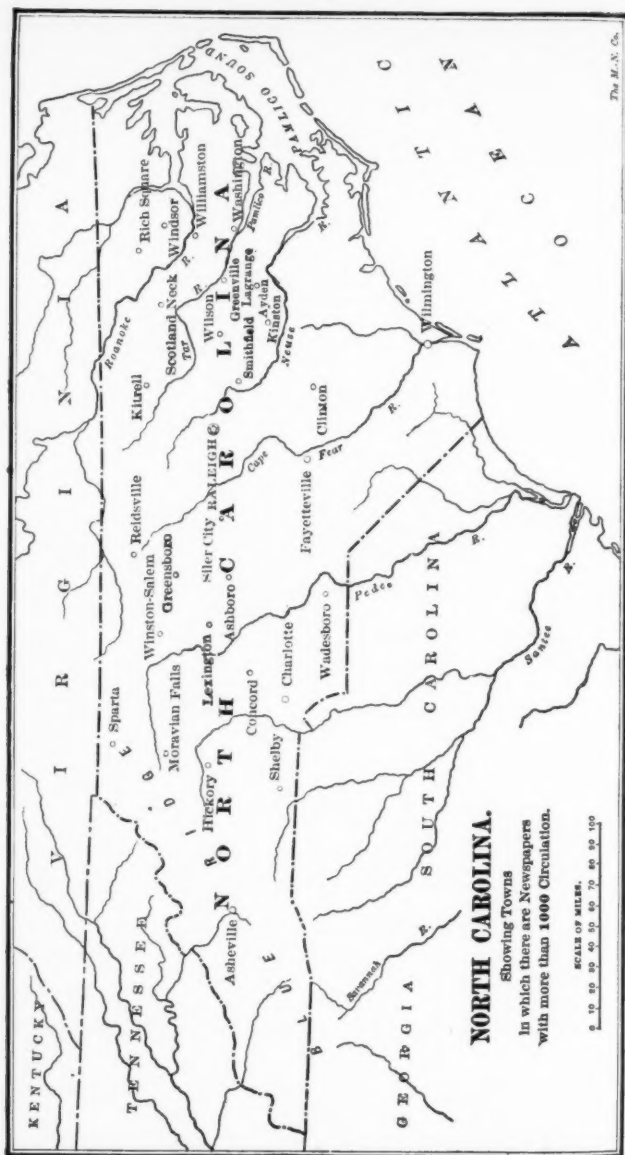
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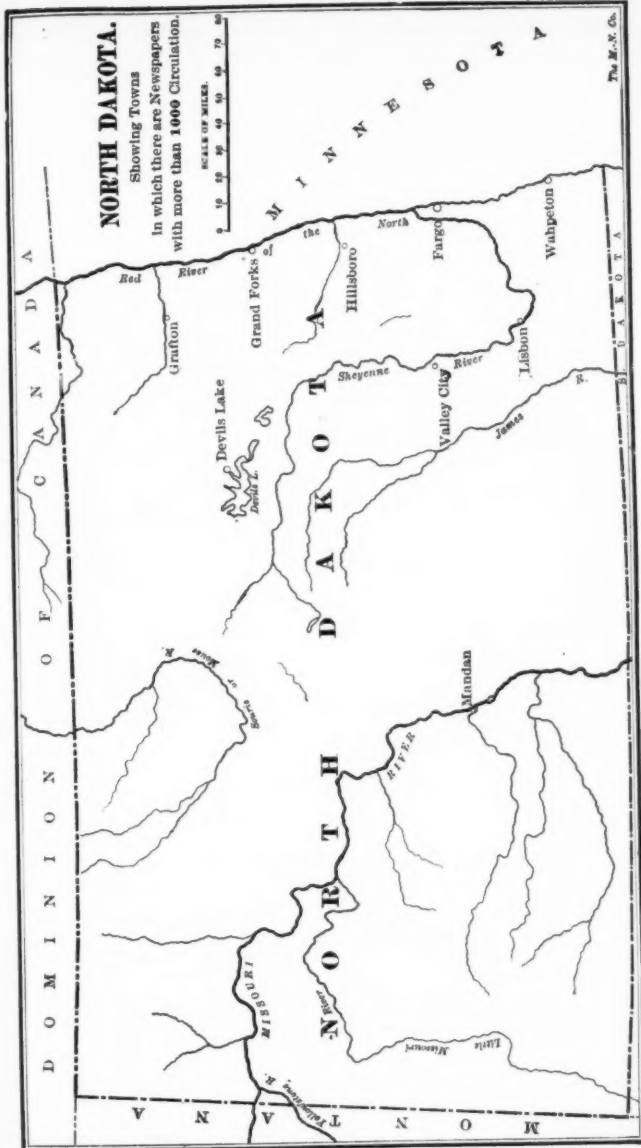


The M.-N. Co.

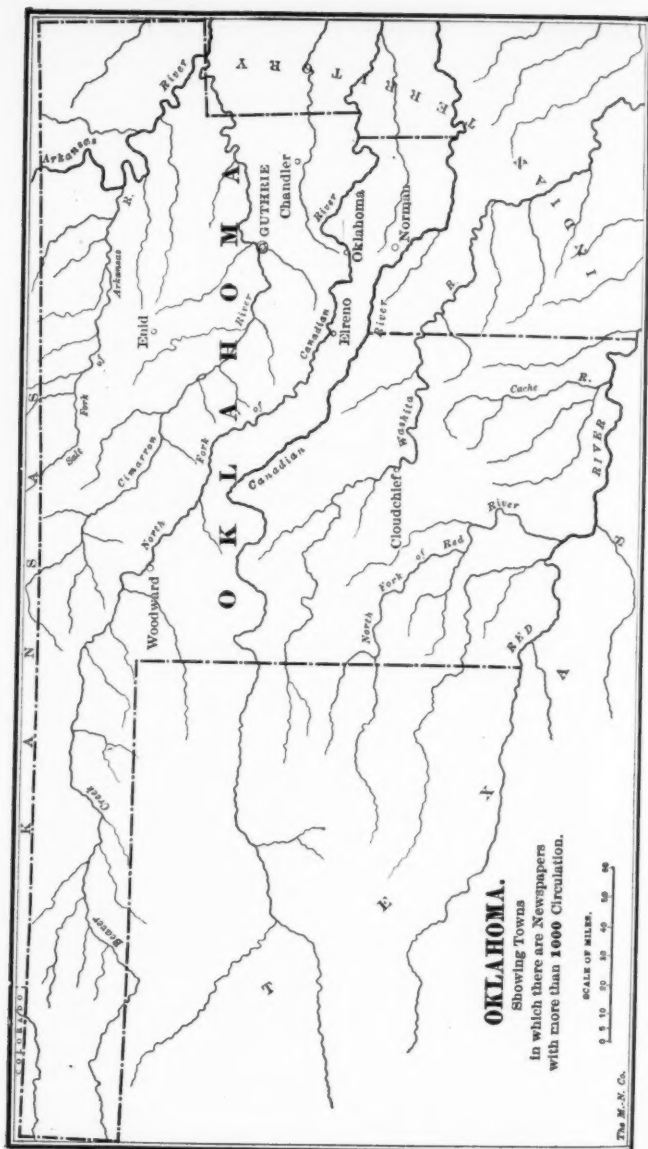


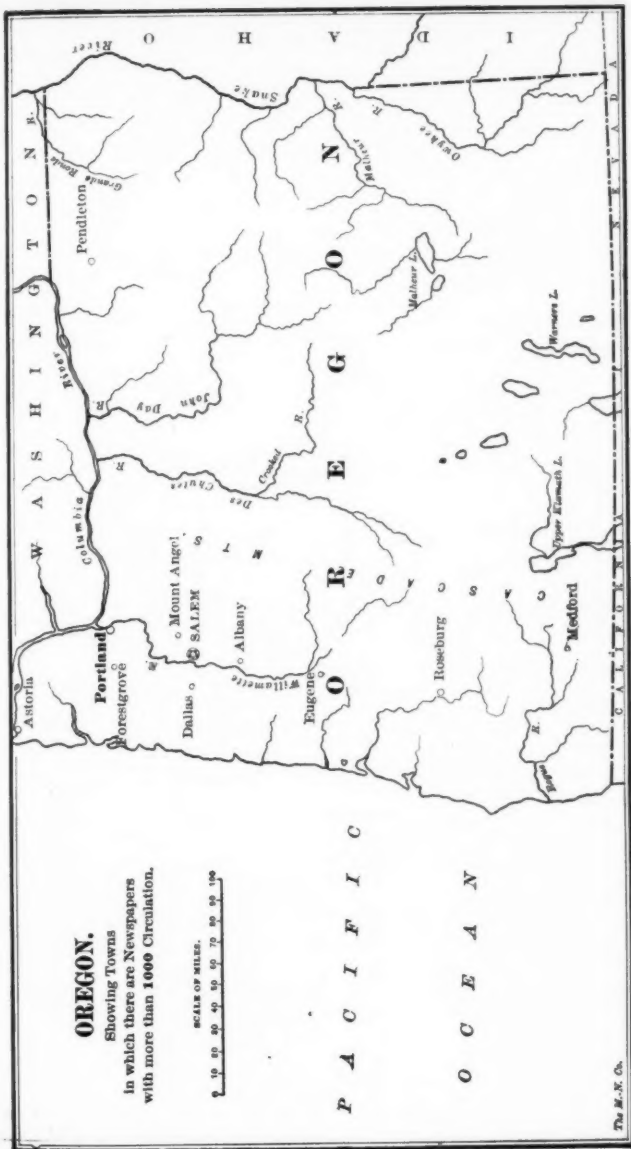


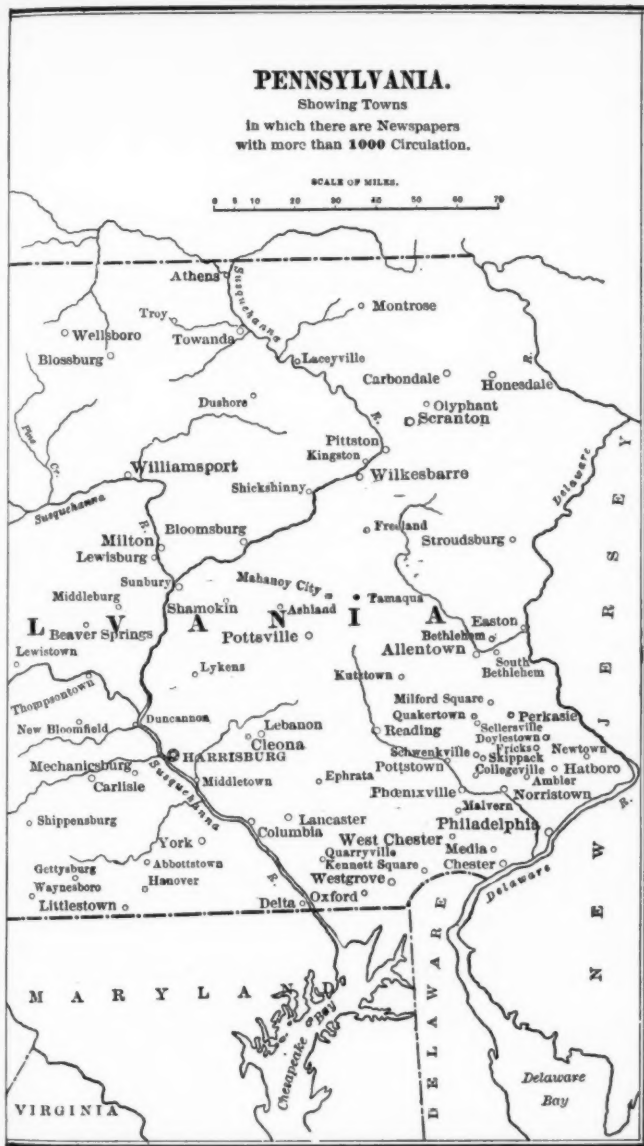




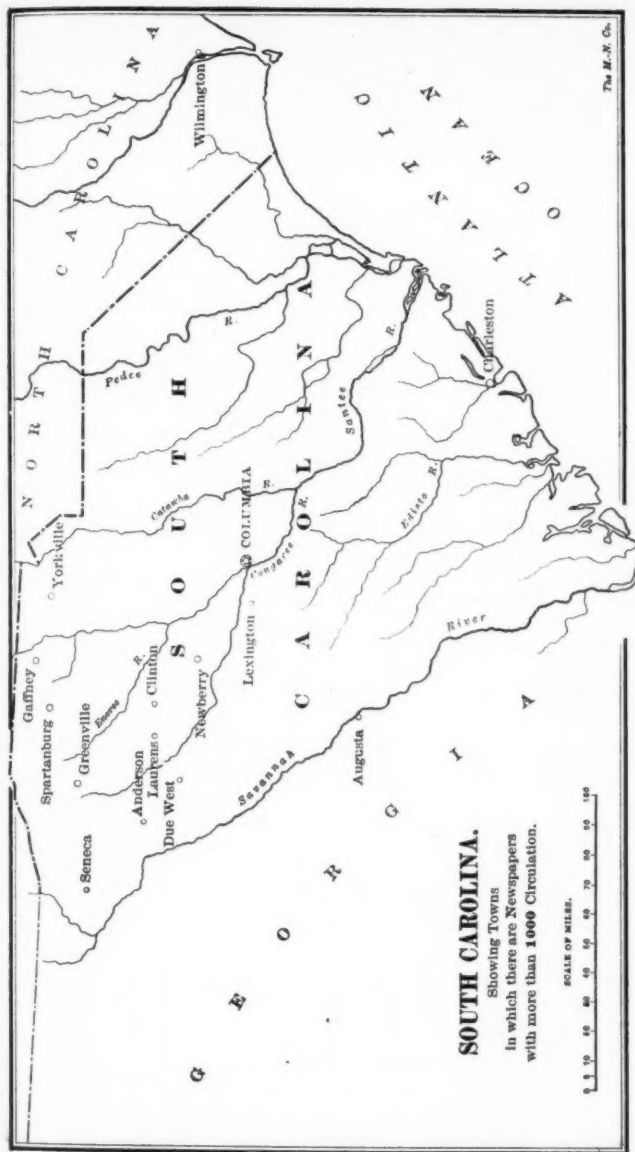


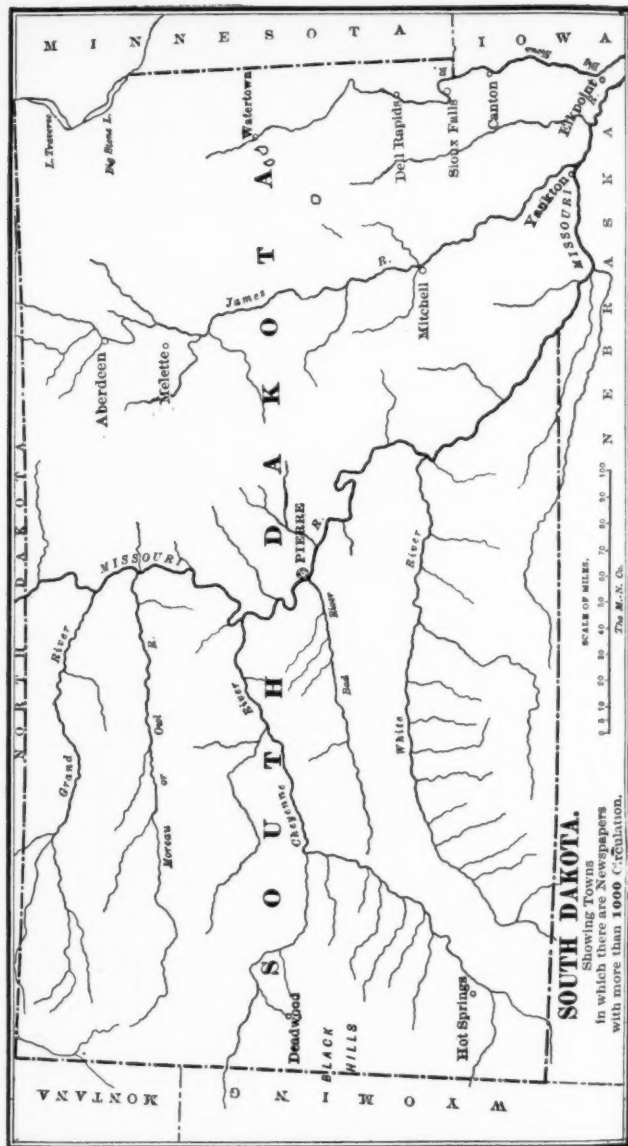


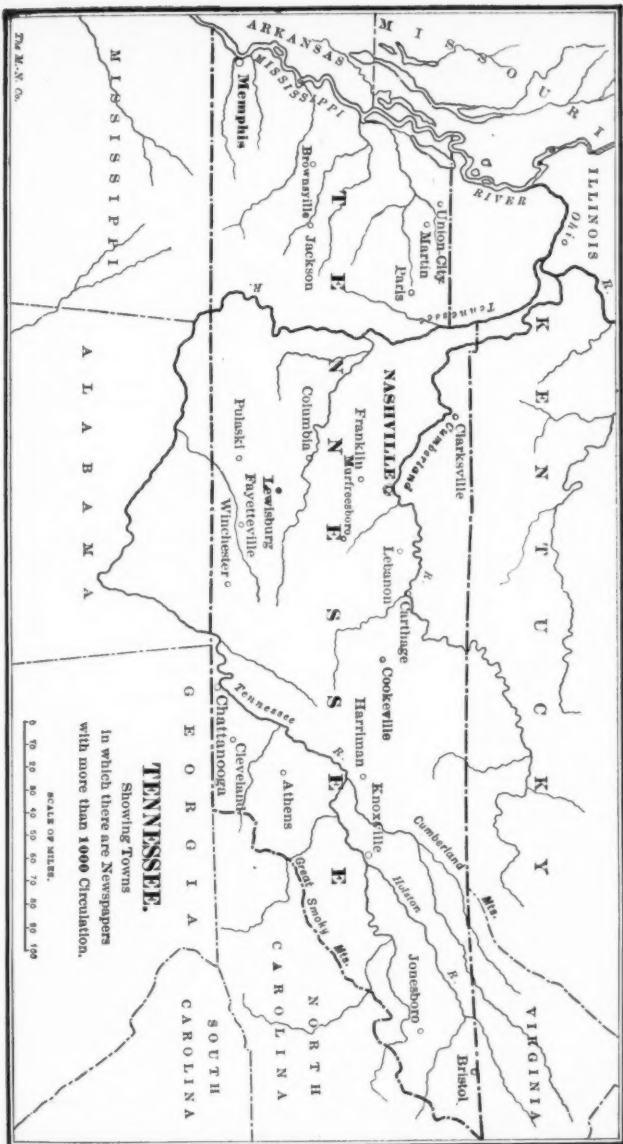


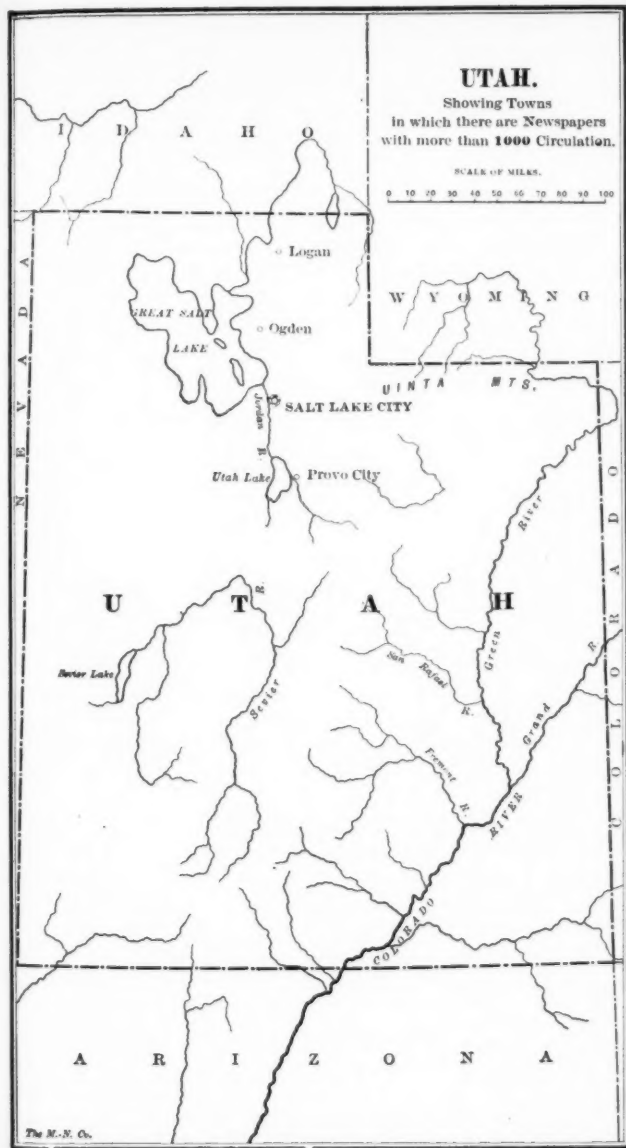


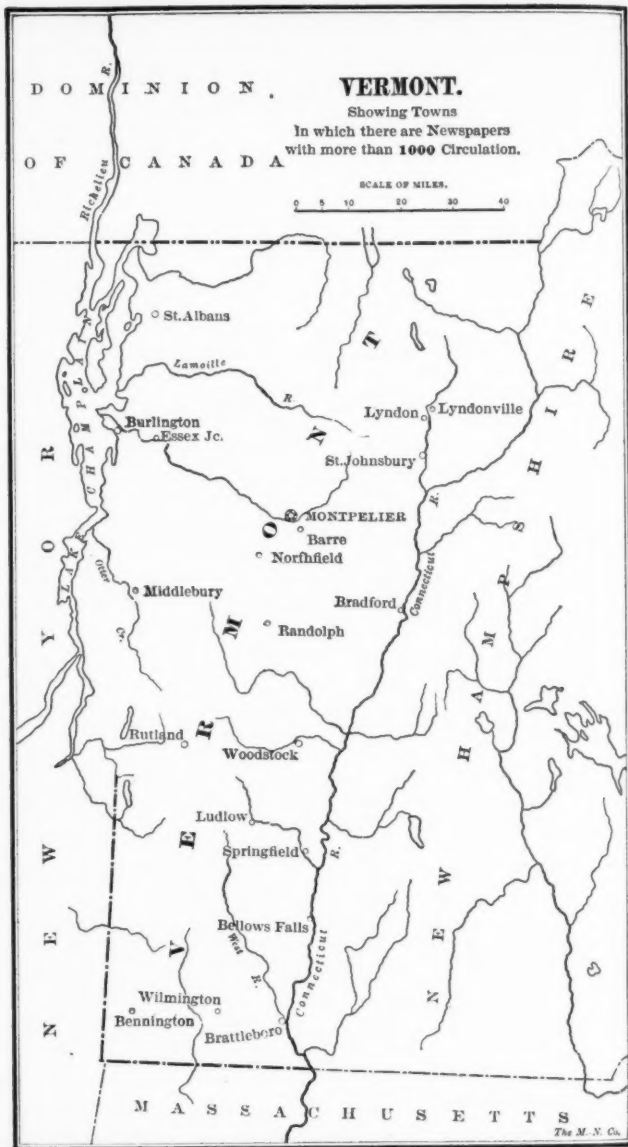


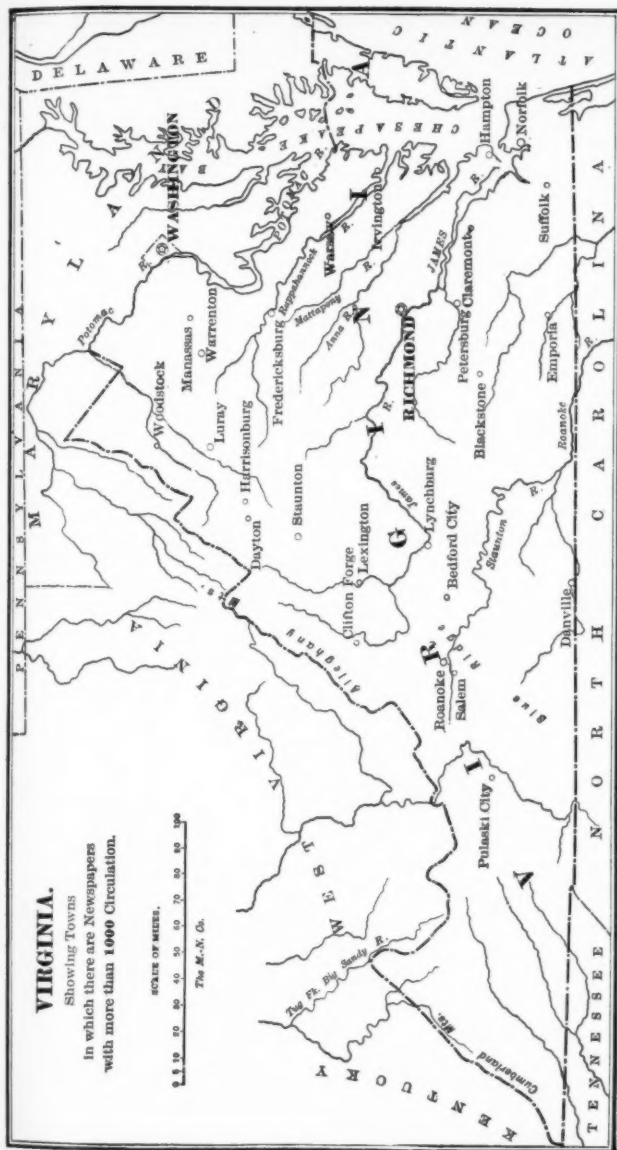


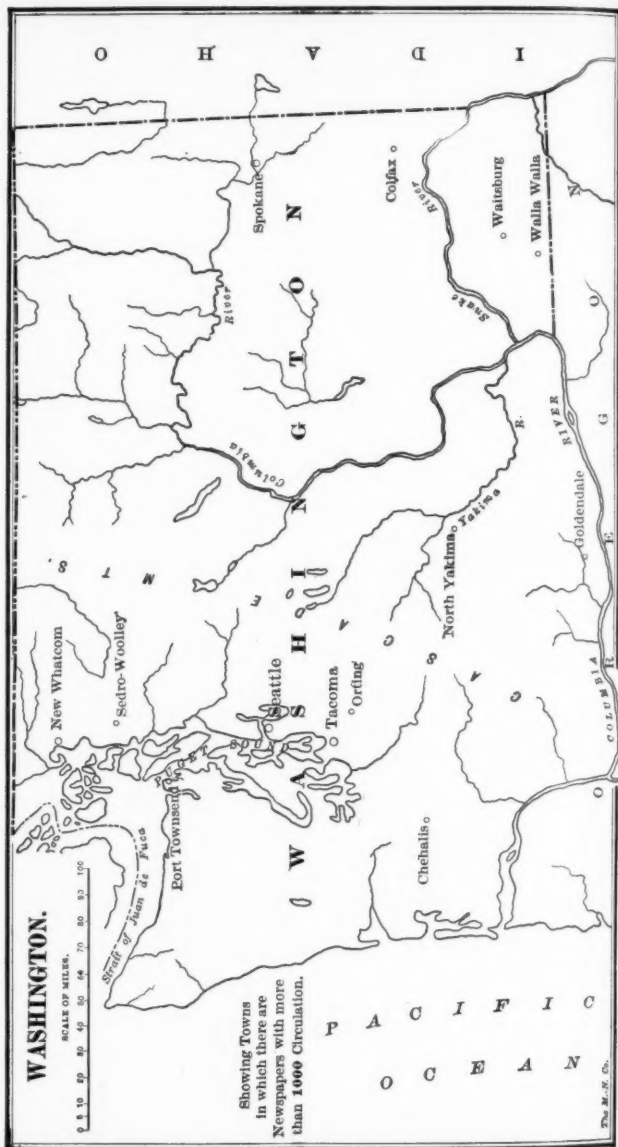


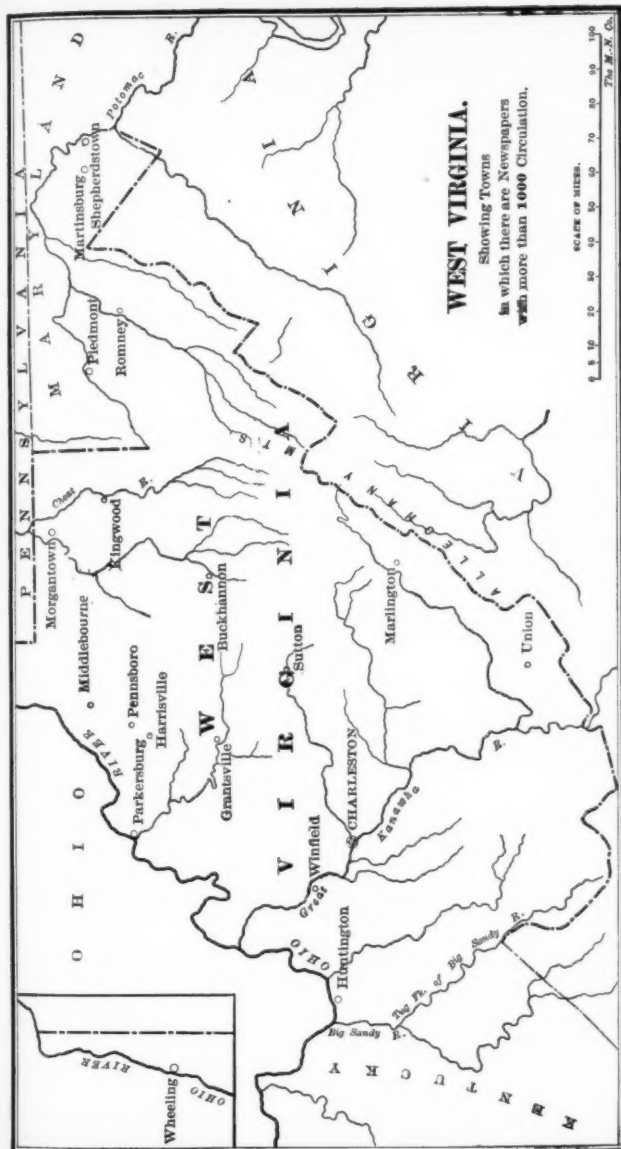


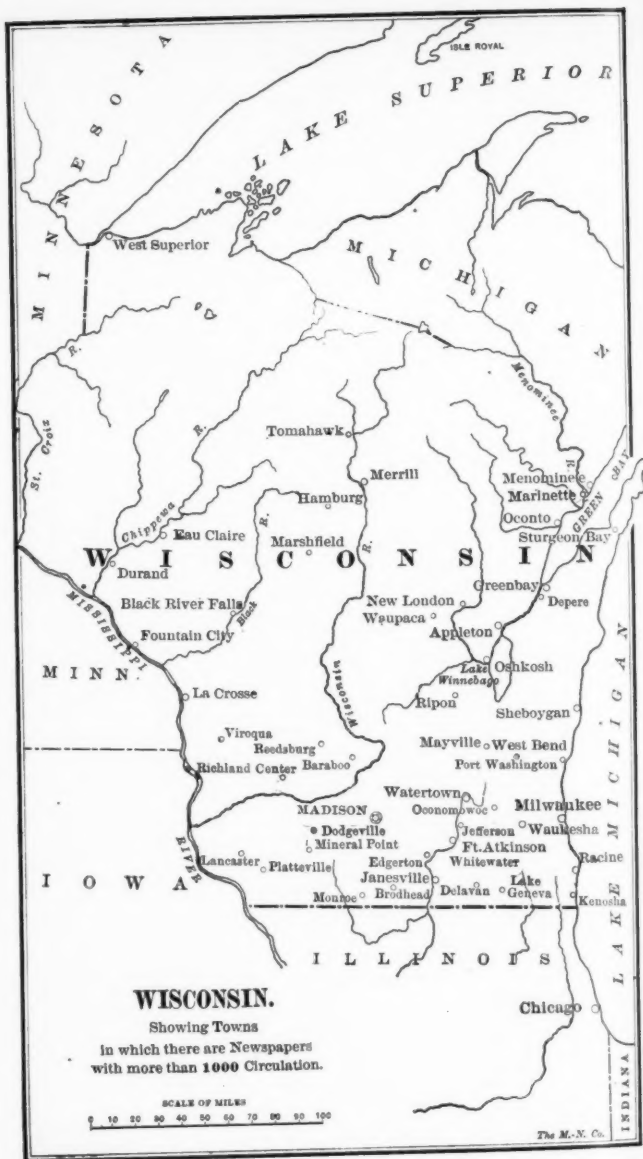


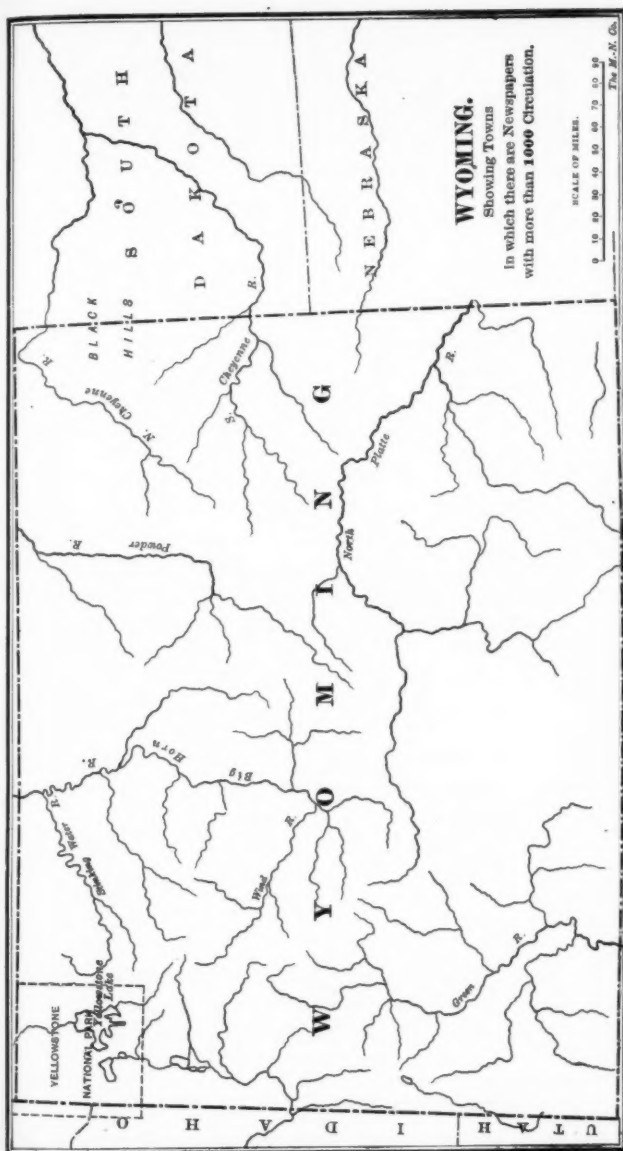












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